

Plain Talks

Clyde &
Jane

Jack &
Joey Chow

Page 14, 19, 20, 32,
33, 34

GULF STATES UTILITIES COMPANY

APRIL, 1961

IN THIS ISSUE:

- Annual Report to You
- "My Ten Years With Gulf States"
- Cool Chicks Sport New Spring Feathers

Plain Talks is issued monthly by the Advertising Department of Gulf States Utilities Company for employees, in the interest of broadening the knowledge and understanding of the Company, the area served, the investor-owned electric industry and the American Free Enterprise system.



Plain Talks

James S. Turner
Editor

Don Hinkle, associate editor; Jasper F. Worthy, contributing editor, Baton Rouge; Charlotte Hoepner, artist; Bunch Eads, writer; George T. Smith, writer.

EXECUTIVE OFFICERS

| | | |
|---|--|---------------------------------------|
| ROY S. NELSON Chairman of the Board and President | W. H. GIESEKE Vice President and Secretary | L. M. WELCH Vice President |
| J. J. MORRISON Executive Vice President | E. L. GRANAU Vice President | E. A. WERNER Vice President |
| H. E. BROWN Vice President | A. W. HASTINGS Vice President | G. E. RICHARD Treasurer |
| R. E. CARGILL Vice President | E. L. ROBINSON Vice President | |

DIRECTORS

Munger T. Ball, Port Arthur; H. E. Brown, Baton Rouge; R. E. Cargill, Beaumont; Edwin T. Hiam, Boston, Mass.; Charles P. Manship, Jr., Baton Rouge; John J. Morrison, Beaumont; Roy S. Nelson, Beaumont; C. Vernon Porter, Baton Rouge; Edward H. Taussig, Lake Charles; Will E. Orgain, Beaumont; E. L. Robinson, Beaumont.

REPORTERS

BEAUMONT DIVISION

| | |
|---------------------|-----------------------|
| Mary Schlicher | Sales |
| Ann Evans | Sales |
| Barbara Andrews | Cust. Accounting |
| Gertrude Peddy | Substation |
| Grace Falls | Line |
| Hazel Johnson | Neches Station |
| Bill Blanton | Neches Station |
| Maxine Glenn | Billing |
| Glenda Milner | Billing |
| Helen Byrd | Stores Accounting |
| Alice Maldonado | Machine Accounting |
| Helen Clifton | Credit & Collections |
| Dave Carpenter | Orange |
| Doris Cryer | Silabee |
| Norman Morrison | Service Center, T & D |
| Doris Thomas | Purchasing |
| Minnie Marino | Accounting |
| Judy Moses | Rate & Depreciation |
| Ward McCurtain | Tax |
| Charlotte Hoepner | Advertising |
| Frances Engelbrecht | Personnel |
| Carolyn Theobald | Engineering |
| Nadine Hester | Engineering |
| Jeannie Daniels | Engineering |
| Frances Linthicum | Records |
| Gwen Thompson | Executive Dept. |
| Lily McCullar | Engineering |
| Naomi Toujan | Storeroom |

BATON ROUGE DIVISION

| | |
|--------------------|-------------------|
| Virginia Yarbrough | Electric |
| Gayle Miller | Louisiana Station |
| Jo Ann Bailey | Gas |
| Margie Force | T & D |
| Ethel Sharp | Purchasing |
| Brenda Haydel | Executive |

| | |
|----------------|-------------|
| Mary Babin | Accounting |
| Dora Landaiche | Willow Glen |

LAKE CHARLES DIVISION

| | |
|--------------------|-----------------------|
| Fay Denny | Sales |
| Jack Bass | Sales |
| Charlene Harper | T&D |
| Rose Lynn Frazar | Riverside Station |
| Mary Ann Gauthier | Jennings |
| Cynthia Trahan | Lafayette |
| Martha Lynch | Nelson Station |
| Jo Ann Burnett | Substation |
| Dale Land | Sulphur |
| Mary Ann Dowies | Engineering |
| Tyrelle Hill | Safety |
| Hubert H. Landry | Meter Shop |
| Bob Wiggins | Dispatcher |
| Margie Leon | Line |
| Pearl Cole | Customer Accounting |
| Dora Ann Aguillard | Nelson Station |
| Mona Faye Carroll | Lake Charles District |

NAVASOTA DIVISION

| | |
|-------------------|--------------|
| Jeanette Sangster | Navasota |
| Anita Boles | Navasota |
| Louise Satory | Calvert |
| Jane Bazzoon | Cleveland |
| Dorothy Stanford | Huntsville |
| Mable Pollard | Trinity |
| Lois Groce | Somerville |
| Berneice Falvey | Conroe |
| Betty Lynch | Madisonville |
| Roxanne Pry | Operations |

PORT ARTHUR DIVISION

| | |
|-------------------|------------------|
| Rosemary Vaught | Port Arthur |
| Loraine Dunham | T & D |
| Elizabeth Whatley | Nederland |
| Helen Powell | Meter & Service |
| Jo Ann Landry | Appliance Repair |
| L. Marshall | Line Department |

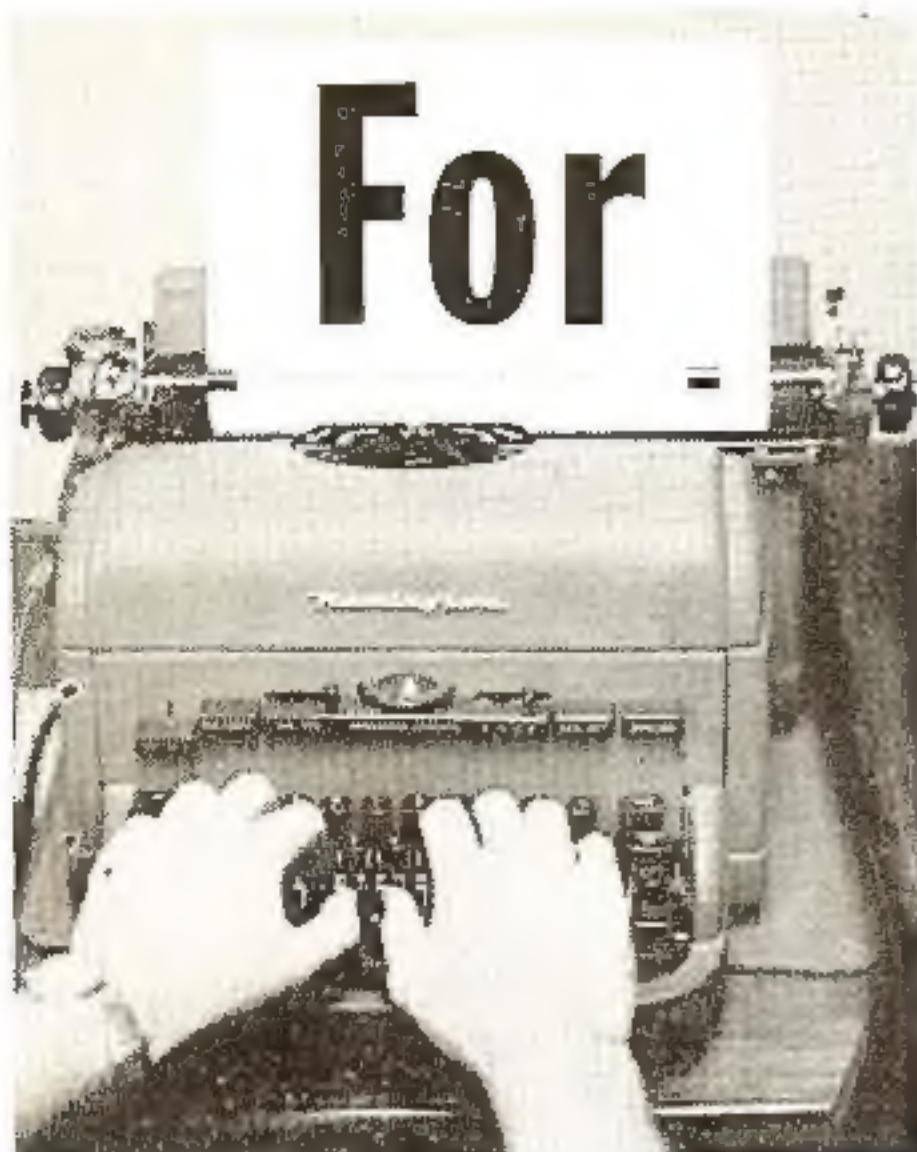
CONTENTS

| | |
|--|----|
| Annual Report | 2 |
| Employee Benefits Roundup | 4 |
| A Gulf Stater Tells About His Ten Years With Our Company .. | 5 |
| Other Service Awards Recipients Tell Their Stories | 9 |
| GSU-Girls Show Their Fashions ... | 10 |
| Ante-Bellum Homes in Louisiana ... | 12 |

OUR COVER



AS sure a sign of spring as the traditional first robin is the wearing of eyecatching new Spring apparel by feminine Gulf Staters. Why can't she wear what she wore last year? Don't be ungallant, men. Last year's styles are as dead as campaign promises. So loosen your pursestrings and let the pretty young things trip gaily downtown to shop over the noon hour—forsaking any luncheon nourishment other than that which enters their souls at the sight of a new set of brightly colored feathers. Our cover depicts Miss Mary Blalock, of Beaumont's stenographic pool, adding sparkle to the control room at Neches Generating Station in Beaumont. In the background, steadily keeping his eyes on the gauges, is Clifton J. McGee, control operations foreman. Mac's probably wondering if Mrs. McGee, too, is out shopping for a Spring surprise.



For Your Information...

OUR COMPANY WILL HELP BUILD SOUTHWEST'S SUPER-POWER GRID

LAST week Mr. Nelson announced that our Company will participate in the construction of a 4,000 mile network of the most powerful electric transmission lines ever built in the Southwest. The super-power grid will further strengthen the already sizable electric power supply of the eight-state area shown on this page. It will also provide stronger ties for the more than 12,000,000 kilowatts of electric generating capability in the area.

The plan has been in the making for more than three years and has been carried forward even as dedicated advocates think of a nationalized electric power system lobbied long and loud for a "crash" federal program to build a "giant electric power grid" which would criss-cross the U.S. and link all federally owned power projects.

The fact that the federal power grid is (1) unnecessary, (2) involves wasteful duplication of facilities and (3) would mean a further drain on tax dollars sorely needed for national defense and other vital government services, does not deter the public power lobbyists. Apparently, public opinion is the only deterrent.

It might help if we point out to our friends, neighbors and elected representatives the following differences between the program announced by Mr. Nelson and the federal project:

- The power grid built by investor-owned power companies will **pay** taxes.
- They would be built by the companies **as needed** and into areas where power customers would benefit most.

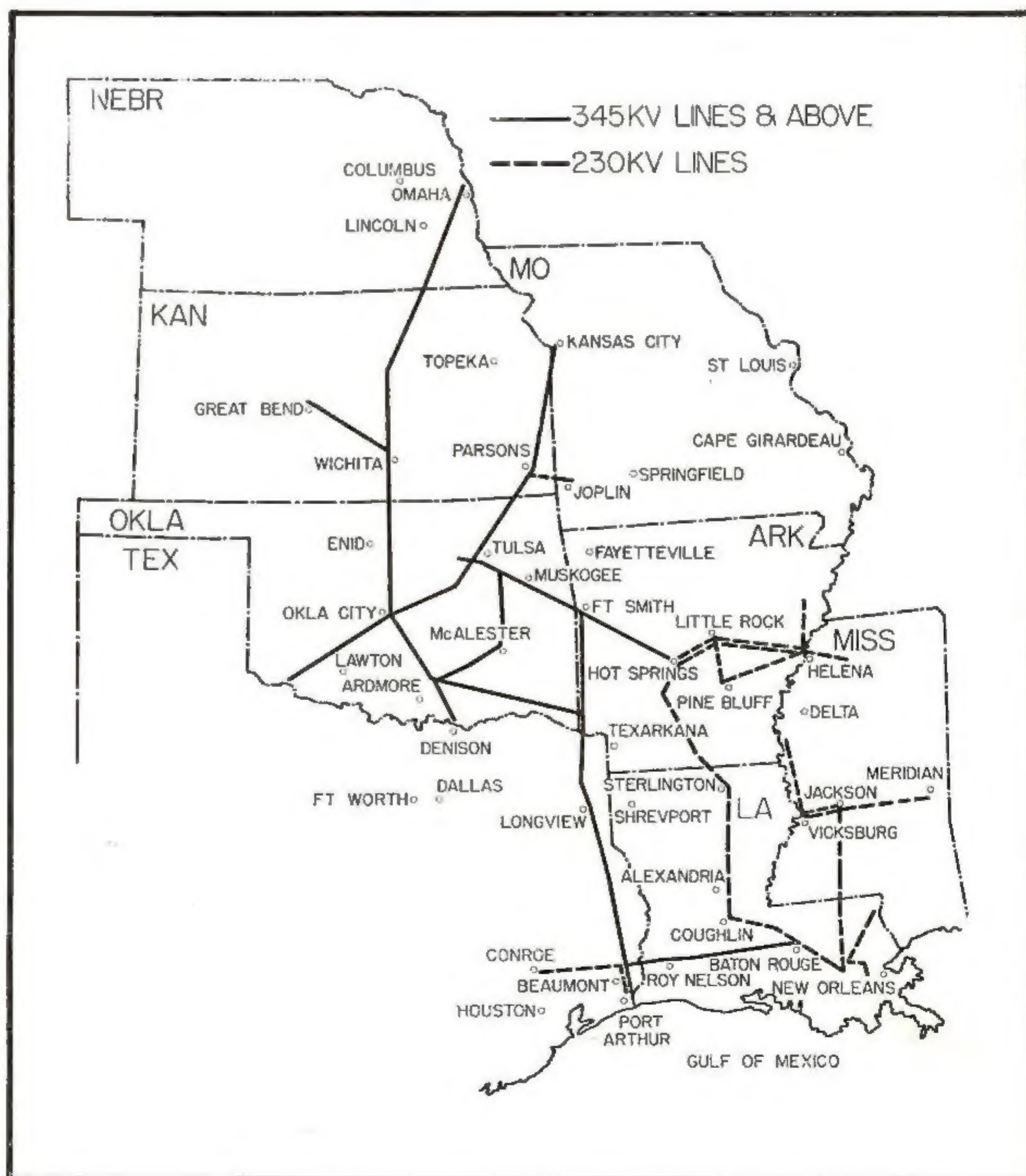
By comparison,

- The federal government project would **require** tax dollars.

- They would unnecessarily duplicate many of the lines of investor-owned companies.
- They would likely be built into areas due to political pressure, rather than economic justification. A giant federal grid inevitably would hinder the continued development of

the investor-owned power industry which has provided our nation with a power system which produces more electricity than the next seven nations combined, and three times as much as Soviet Russia, where the government controls the power industry.

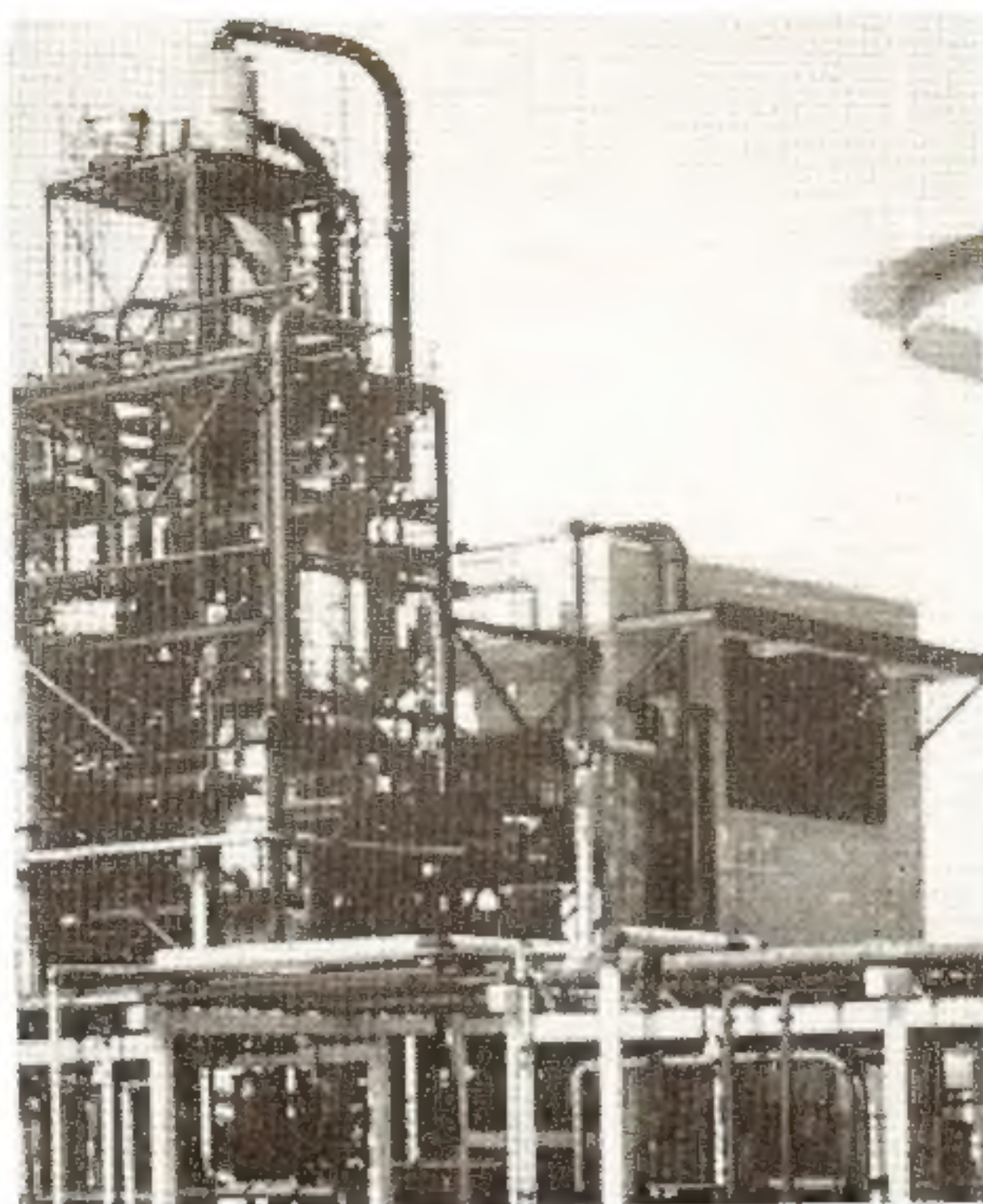
—JST



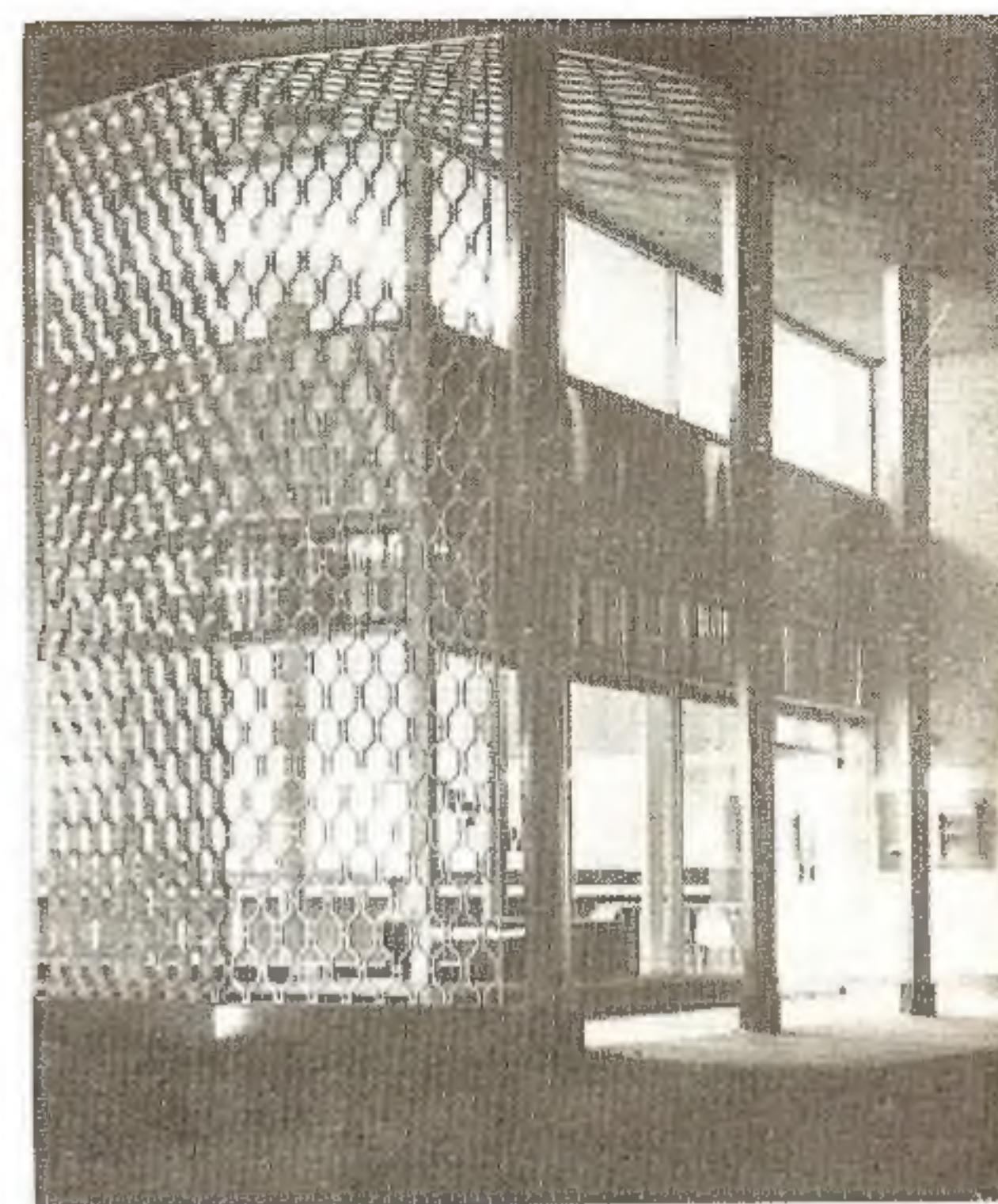
Where it comes from . . .



RESIDENTIAL SALES — \$27,899,140
— 11% increase — GAS SALES —
\$8,132,662 — 4% increase.



INDUSTRIAL SALES — \$23,104,339
— 11% increase — STEAM PROD-
UCTS — \$8,132,662 — 16% increase.



COMMERCIAL SALES — \$19,506,176
— an increase of 10% — OTHER
SALES — \$3,743,904.

A quick glimpse at . . .

ANNUAL REPORT, 1960

INCOME

Electric Department

| | |
|-----------------------|--------------|
| Residential and Rural | \$27,899,140 |
| Commercial | 19,506,176 |
| Industrial | 23,104,339 |
| Other | 3,743,904 |

Total 74,253,559

Steam Products 8,132,662

Gas Department 3,791,851

Total \$86,178,072

OUTLAY

| | |
|--|--------------|
| For Support of Government | \$19,869,999 |
| For Operation and Maintenance | 33,828,797 |
| For Depreciation | 10,122,571 |
| <hr/> | |
| Total | \$63,356,705 |
| Net Operating Revenue | \$22,356,705 |
| Other Income | 67,715 |
| Gross Income | 22,424,420 |
| Deductions from Income: | |
| Interest and Amortization on bonds, debentures, etc. | 7,373,331 |
| Less interest charged to construction | 1,168,246 |
| <hr/> | |
| Total Deductions | \$ 6,205,085 |
| Net Income | \$16,279,013 |
| Preferred Dividends | 2,416,000 |
| Applicable to Common Stock | 13,863,013 |
| Common Dividends Paid | 10,023,664 |
| Reinvested in Business | 3,839,349 |

. . . and where it goes



NEW CONSTRUCTION AND IMPROVEMENTS — \$42,754,197 — a decrease of 24% over last year's \$56,000,000.



FEDERAL, STATE AND LOCAL TAXES — \$19,869,999 — an increase of 12% and 23% of our total revenue.



OPERATING PAYROLL — \$11,615,000 — an increase of 6% or \$624,961 over 1959's payroll.



A GRAND SLAM HAND. Four new employees take time out for a little bridge playing and a friendly chat while attending the New Employees Information Course in Beaumont the first week in April. Betty Mayo, departmental clerk, Beaumont Purchasing Department, holds the makings of a grand slam while her partner, our Company, holds the rest of the hand. Also making bids are, left to right; Carolyn Spells, local office clerk, Jennings; Elaine Singleton, general accounting clerk, Stores Accounting, Beaumont; and Lena Duhon, stores clerk, Lake Charles Storeroom.

LAST year Gulf Staters were paid \$14,931,306 in wages and salaries for the regular scheduled hours they worked. These same employees received another \$3,698,698 in "extra" income in the form of direct and indirect employee benefits.

Employee benefits are, in reality, worth more than their cash value. For one thing they are tax free. If the contributions made by the Company were distributed in the form of additional wages, it would be lost through taxes to support federal and state governments. The average employee would be left without enough money to pay for the very benefits provided through his and the Company's contributions to the various programs.

Across the nation the average employee receives benefits which cost his employers about \$1,000 a year. Gulf States' average bill for employee benefits amounted to more than \$1,320 per employee in 1960. Here's how the Company's "unseen" payroll appears.

| Pay for time not worked | |
|---|-----------------------|
| Vacations | \$ 878,677.00 |
| Holidays | 409,958.00 |
| Other excused absences (illness, jury duty, etc.) | 299,628.00 |
| Workmen's compensation (including excess of legal requirements) | 69,546.00 |
| TOTAL | \$1,657,809.00 |

Employee Benefits Round-Up

Company's contributions to employees' benefits:

| | |
|---|---------------|
| Thrift Plan | \$ 293,978.00 |
| Retirement Plan (current and past service) | 876,703.00 |
| Social Security Tax | 384,507.00 |
| Group Life Insurance | 60,324.00 |
| Hospitalization and Surgical | 86,648.00 |
| Unemployment Compensation | 60,064.00 |
| Employees Development Program and Aid To Education | 116,218.00 |
| Christmas parties, recreation, etc. | 9,302.00 |
| Merchandise Discounts | 152,136.00 |

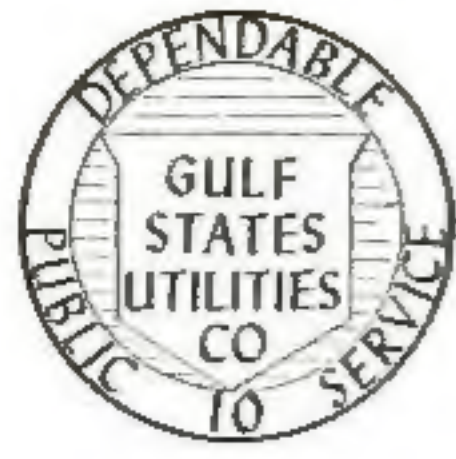
TOTAL

\$2,040,889.00

**Total Cost of Employee
Benefits**

\$3,698,698.00

It may surprise some to learn that Mr. Average Gulf Stater receives an additional 64 cents an hour in benefits, a mighty comforting fact in these days of ever-mounting costs of almost everything we buy.



New Service Club Member

Wayne Huff, Louisiana Station,

Recalls Career Highlights

"My Ten Years With Gulf States"

HOW much can the bare facts tell us about a man's life? See what you can learn from these:

Name, Wayne L. Huff, Jr. Born, January 5, 1927. Graduated from Baton Rouge High School, June, 1944. Enlisted in U.S. Navy; was discharged July, 1946. Enrolled in Louisiana State University, dropped out after one year and a half. Worked for hardware store. Joined Gulf States Utilities Company as operator's helper, Louisiana Station, August, 1950. Transferred to test department in December, 1951, and progressed through various grades to test technician, first class, August, 1954. Married April, 1954, to former GSUer, Gay LeBlanc. They now have three children. Enrolled in LSU night school, September, 1958. Will receive 10-year service award this year . . .

What do we really know? No more than that in many ways he is a typical 10-year Gulf Stater. So, in order to find out more about his ambitions, we focus in closer . . .

Today, in his eleventh year with our Company,



WAYNE HUFF. As test technician, first class, Wayne's duties include maintaining meters, regulators, gauges and controls in Louisiana Station. Here he is analyzing water that has been flushed through a turbine to determine the amount of salt content. Too much salt on turbine blades can reduce efficiency of the unit.

Wayne Huff, at 34, is easy-going, sincere and good-natured. More importantly, he demonstrates an inner desire to grow and improve himself as a man and as an employee, and the Company is giving him his opportunity.

Wayne Huff's dominant desire is to finish his interrupted college education and obtain a bachelor's degree in General Studies. That will require 128 hours of courses. He should complete the last course in 1965. After that, he plans to take 14 to 18 more hours of studies to get a BA degree in Commerce.

He wants this college education not so that he can display it as a symbol of "social status" but primarily so that he can take pride in the fact that he has accomplished something important. All of us have started tasks we've never finished. But to Wayne Huff, it is a source of irritation that he did not finish college.

Continued



CONSULTATION. Wayne talks to George Naquin, first class repairman, as he is checking an O₂ Analyzer, which analyzes the amount of oxygen in the gas in the furnace. This tells the fireman how much excess air is in the boilers.

NO MORE BOWLING. The decision to give up bowling was not an easy one, because to Wayne, bowling was very important. He is proud that he was very good at it. In the old Gulf States League he had bowled High Series of 689, highlighted by a 278 game, which was high for the city of Baton Rouge in 1957 and '58. He has also won a closetful of trophies. Now he can bowl only in the summertime.



Ten Years . . .

"When I first went to LSU, back in 1946-'48, I was working part-time, and going to school full time. As a result, I didn't apply myself to my school work. So I dropped out to work full time. Then in 1951, after I had joined Gulf States I started going to night school, trying to pick up where I had left off. But I still wasn't ready to settle down and study. It interfered with my bowling," he grins apologetically, "and at that time—when I was single—it seemed more important to have a good time.

"But it kept gnawing at me. Especially when I ran into people who had started school at the same time I did, and who got their degrees. Then, when the Company initiated the Aid to Education program in 1957, I made the decision to start again and keep it up until I either got my degree or burst trying. Now I've quit bowling until I've finished school."

Nothing Interferes With Studies

Wayne's schooling is the most important factor—beside his work at the Company—in the day-by-day life of the Huff family. All other family activities are geared to it so that they won't clash.

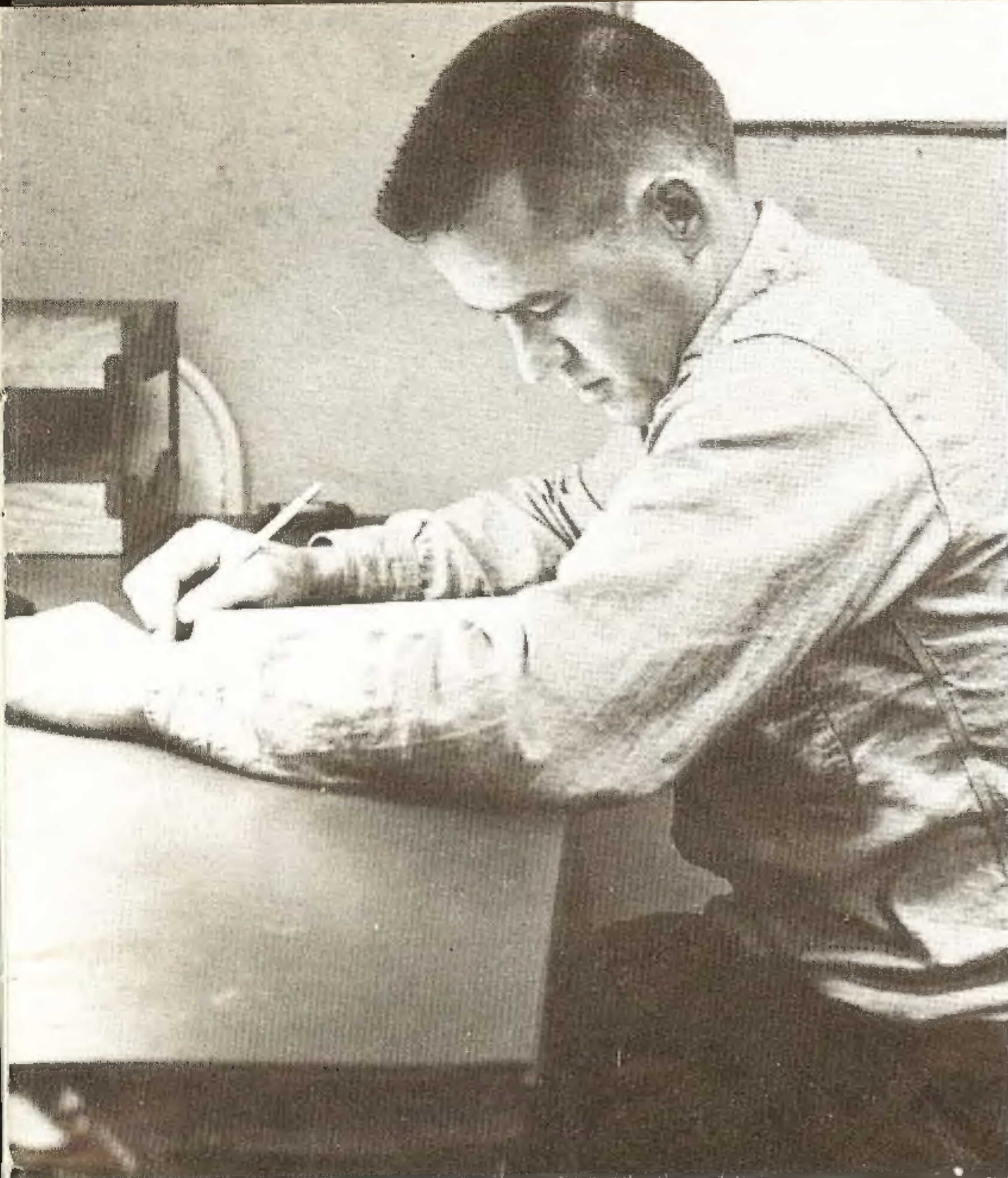
His wife, Gay, has found that, at times, she's had to be both mother and father to their three children: "He studies almost every night and goes to school two nights a week, which keeps us from going out. And when he first started to school, it worried me because I thought it was hard on the kids. In order to study, he has to shut himself up in our bedroom for two hours in the early evening, and the kids miss him. And once, during final examinations, when he needed absolute quiet for concentration, he had to go to his mother's house and lock himself up in his old room to study for a whole week in the evenings."

Wayne: "I'm very lucky to have an understanding wife. Either she takes care of the kids and the home or I just couldn't go to school."

But for the Huffs, all these present difficulties seem only temporary. There is a definite goal in sight—that fine day in 1965 (the sun will *have* to be shining) when he will receive the coveted sheet of parchment that will make it all worthwhile.

Group Insurance has helped . . .

Illnesses and childbirths have offered complications too. "Ever since 1959, one of the five of us has been in the hospital. In December, 1959, Gay had a baby. In January, 1960, I had to have an appendectomy (and I only missed three classes during that time). Then in December, '60, my daughter was in the hospital. And in February of this year, my wife was in the hospital."



STUDY PERIOD. In order to keep up with his school work, Wayne often stays after work and studies in the plant from 4 to 5:30 p.m., eats a hurried meal at home and drives to school, where he attends classes until 10 p.m. He studies an average of about 12-14 hours a week. "Some nights he falls asleep studying," Gay says.

He's very thankful for his Blue Cross-Blue Shield coverage under the Company's benefit program: "For instance, that appendectomy I had cost \$400, of which I only had to pay about \$65."

Thanks also to our Company, he's never missed a paycheck during any family illness when he might have been absent from work. That gives him a feeling of security that has enabled him to plan ahead; without it, he might never have dared to try to go to school.

And he feels that he's well-insured, too. Like many other WW II GI's, he kept his government insurance for \$10,000 and is insured by the Company's policy for another \$12,000.

He's an active participant ahead in the Company's Thrift Plan, and a strong booster for it.

"I'd be a fool if I weren't in the Thrift Plan . . . or, rather, as my Economics prof would say, I'd be 'imprudent' not to be in."

Wayne joined the Thrift Plan when it was first offered by the Company to its employees in

August, 1957. Each month Wayne puts a certain percent of his pay check into the Thrift Plan and for each dollar of his contribution, the Company adds 50 cents. On Wayne's written instruction, the Trustee will place his Thrift Plan funds in a savings account, purchase Company Preferred Stock or, if he is looking for income and growth, purchase Company Common Stock.

He feels that his college education is paying off in many more ways. He's developed an increased awareness of the world around him and, at the Company, an increased facility in working with others.

"In an Industrial Psychology course, for instance, we played various roles. One of us would be a supervisor, and the others would be employees. We acted the different parts, trying to work out a solution to a problem. That helped us learn that the most important thing is to look at all sides of the problem; not just from your own particular viewpoint, but through the other guy's eyes as well."

In another course, an Advanced Discussion group, he acted as group leader during conferences, and learned how to guide a conference carefully, without being domineering, to keep the discussion centered around the subject at hand. "Some guys would talk until they were miles away from the particular problem and I had to tactfully steer them back on the track."

Time is His Enemy —

The Company's library has proved helpful to him in his work. He has borrowed books for such courses as management, marketing, business math and economics.

In his scholastic work, he is engaged in a constant battle with time, which can be an impersonal enemy to a man working at a full-time job and still trying to go to school at nights. For instance, he tries to steer away from courses that require five hours of class time a week but which only give two hours of credit on his records. In such courses, he feels that he's "losing" time, and he's not getting any younger.

But he's eagerly awaiting the time when he will have "passed the hump", ie. when he's passed the 100-grade-hours mark, a peak that he should hit in about one more year.

"Then I'll really feel like I'm on the downhill side," he says, "With only 28 more hours (or approximately 4 semesters) more to go."

Studying doesn't come easy for him, either, mostly because in reading textbooks he tends to read each sentence as an individual item, rather than

Continued



IN CLASS. During his three-hour class in economics, Wayne covers a broad portion of his textbook, takes copious notes, which he will study for final exams. Here he hands in a written test paper to Doctor Melton.

quickly reading paragraphs to milk them of the basic information. He realizes this problem, and wants to improve his reading habits. When he does he might also improve his grades. He has maintained a steady C average, but would like to make more B's, especially in the courses he considers most important.

Tuition payments might have caused difficulties for the Huff family (Wayne's G.I. benefits having long since expired), but the Company's Aid to Education benefit program pays half the tuition for each course he takes and relieves him of the financial burden. He feels grateful for this assistance and hopeful—although realistic—about his future with Gulf States.

"Let's get this straight," he says earnestly. "No one in the Company has ever said—and I don't expect them to: 'Wayne, if you get your BA degree, we'll promote you.' I'm doing this strictly on my own, mostly for my own satisfaction, as a sense of achievement, to prove to myself that I can do it. But also I hope that when and if a position opens up, that I'll be considered for it and, if other things are equal, I might stand a better chance of getting it than if I hadn't finished school. And I appreciate the fact that the Company is giving me moral and financial help."

One can't help but feel optimistic when talking to Wayne Huff, because he so strongly typifies what is best in all Americans; he has the will to work hard in order to achieve his goals. And because he seems to represent some 127 other Gulf Staters who are studying either at night school or by correspondence in order to improve themselves in their jobs, one must feel optimistic about the future of our Company, too.



THE HUFF FAMILY. "At first I thought I wanted all sons, to carry on the Huff name," Wayne grins. "But now I wouldn't trade in Janet (who is 2) for all the boys in the world." Donald 6, is the oldest, at left. Standing with his mother is Kenneth, 5.



Mr. J. L. Barrett



E. H. Garner with his family.

Other Service Award Veterans Remember, Relate "HOW IT WAS BACK THEN"

Earl H. Garner, Head Foreman Riverside Station, Lake Charles

"I started with the Company in Port Arthur at the old Lakeside Plant as an operator's helper in April, 1941. Thanks to S. J. Guidry, who was watch engineer, I learned a lot about a generating station. He took me through the plant and taught me the different jobs, and what to do and what not to do. After the war, I was transferred to Riverside Station, and I can say it's been a clean station and a safe station to work in. My job carries more responsibility now than it did when I first started, but it will be eliminated, as such, when the systemization is completed here. Then we'll be in line for more responsible functions, because we are qualified for more duties as the Company has them available.

"I've trained myself on my own. I took a fuel and combustion engineering correspondence course to better myself. I have a blueprint of the overall plant changes that are being made to convert it to automatic functions. I've been studying it at home, because we don't know what our new responsibilities will be if we stay here, and it's best to be prepared."

J. L. Barrett, Serviceman, Madisonville

"This Company has always been a good Company to work for. I have been satisfied. I own my home here in Madisonville and also have a small ranch. One thing I have liked about my job is that it is steady and I have

not been moved around. Have been satisfied with the employee benefits and the Company has paid me good wages. I started working in the ice department 30 years ago. I was plowing with a pair of mules trying to scratch a living out of the ground, when the local superintendent came and asked if I wanted to come to work in the icehouse. I went to work in 1930 and remained in the ice department until 1936 when I moved into the Service Department and have been there ever since. I never saw any need to change jobs, except during World War II, when I thought I would take a higher-paying war job, but decided it would only be temporary; after the war I would not have a job. So I decided to stay with GSU and I'm glad I did."

A. L. Faures, Meter Foreman, Baton Rouge

"I can hardly remember when I wasn't with the Company. I came to work in March, 1921, at the age of 17, as a part-time helper on a 90-day assignment. I was to make a field audit—go to every house or building in the city and see if they were using gas or electricity, and whether we were billing them for it. I never told anyone when I was finished, and nobody ever asked me, so here I am, 40 years later. At that time, we had about 4,000 electric customers and about 2,000 for gas. The usual residential load was 5 or 6 60-watt bulbs, one electric iron, and that was the extent of it. A kilowatt-hour cost 12¢, -and there

was no sliding scale for rates like we offer our customers now. Working conditions were different then, too. The Line Department had about one line foreman and possibly three linemen and a couple of helpers. The average working day was nine hours and we worked six days a week. And any overtime was just straight time. Benefits—we didn't have any as such. But we were a smaller Company then, and if you were sick, the Company just sort of took care of you.

"Our great step forward was in 1929 when we contracted to supply steam requirements to Ethyl Corporation, which subsequently set off our electrical expansion, because electricity was a by-product of steam. After that, the demand for electricity grew to surpass the demand for steam. We've made more progress in the last 50 years than we did in the 2,000 years before that, and where we'll go in the next 50 is anyone's guess."

Mr. A. L. Faures





LOCAL office clerks in Jennings, Louisiana, are not normally dead-pan. You can see their refreshing smiles whenever you visit the office. But for this picture they try to emulate the haughty expressions of \$50 an

hour fashion models (although they burst into giggles as soon as the picture was snapped.) From the left, they are, Julie White, Carita Goodreau, Jo V. Laverne and Mary Ann Gauthier.

Glamorous GSUers

Model Fashions in

Electrical Environment . . .

COOL CHICKS WEAR NEW SPRING FEATHERS

A meter reader in the latest black spring fashions is Judy Merchant, who is actually a clerk in the Port Arthur Accounting Department. But for this picture she visited the Meter Department in the Service Center to see how our meters look before they are attached to customer's homes and businesses.



"HELLO, Navasota. Calvert Calling." Janyce Bonifazi, local office clerk, in our Calvert office, temporarily becomes a radio operator. She has a cheery smile in her voice to equal the one on her lips.



CAROLYN ST. AMANT, home service advisor in Baton Rouge Division, shows what the well-dressed grunt will wear. She and train Helper Elgin Caston are giving the old heave-ho to pull tools up to a lineman on the pole.



IN AFTON VILLA. One of the few reconstructed ante-bellum homes that is open to the public is at Afton Villa, in St. Francisville. The tour is well worth the admission price, because the interior of the home is exactly as it existed 100 years ago. Here is the children's bedroom, just off the master bedroom.

Ante-bellum revisited

Louisiana's Old South

THIS year marks the Centennial of the beginning of the War Between The States. Many magazine articles in national publications are reminding Americans of that time, 100 years ago, when a jagged line of hatred, mistrust and bloody war cut our country in two and threatened to destroy the Union.

But there are other memories too; memories of the Old South where beautiful girls named Scarlett and Caroline sat on the verandas of ornate white houses and sipped cool drinks while they listened to the sweet-sad songs drifting over the cotton fields. Those times are gone forever, for, as Mar-

garet Mitchell wrote in her book, "A whole civilization was erased by the war, Gone With the Wind."

We are fortunate to have in our service area many of the old homes and plantations still intact. In Louisiana's East Feliciana Parish, for example, an annual tour of old homes and historic landmarks is held by the Pilgrimage and Garden Club. But visitors who are willing to take the time to hunt out the old sites will be well rewarded.

Pictured on these pages are some of the landmarks which you may want to visit with your family this Spring or Summer.

OLD BANK BUILDING. In Clinton, this old bank building was shelled during the Civil War, and marks of the cannonballs can still be seen on the sides of the your building.





GRACE EPISCOPAL CHURCH. In St. Francisville, is over one hundred years old, and church services are still held here. At the side is old graveyard where former parishioners have been buried.



CLINTON COURT HOUSE. Built in 1840, in the Greek Revival style of architecture, which was popular in the Old South, this court house is still used for the city offices.

LAWYER'S ROW. Next to our new brick office building in Clinton, across the street from the court house, is Lawyer's Row, a group of

five Greek Revival buildings, which were built between 1825 and 1830, and which are still occupied by Lawyers.





DEPARTMENT HEAD SPEAKERS. Principals at the March department heads meetings, presented by the system engineering department, were, left to right, J. B. Fanette, right-of-way supervisor; R. W. Sherwood, engineering man-

ager; N. C. Spencer, superintendent of electrical and civil engineering; B. R. Clausen, planning section engineer; H. J. Sutton, superintendent of relay and communications; and Y. L. Hughes, supervisor of project engineering.

Department Heads Learn . . .

How Improved Engineering Lowers Operating Costs

RELAY Operations . . . Rates . . . Transmission . . . Right of Way Purchases. These were the subjects discussed by our system engineering department at the department heads meeting held March 27, 28, and 30 in Beaumont, Lake Charles, and Baton Rouge.

At the beginning of Beaumont's meeting, recognition was given Nederland sales personnel upon Nederland being the first to exceed an average annual use of 5,000 kilowatthours per home customer. E. L. Robinson, vice president and general sales manager, presented A. C. Handley, Nederland district superintendent, the 5,000 KWH plaque for a job well done.

Mr. Spencer

N. C. Spencer, superintendent of electrical and civil engineering, presided over the meetings, introduced each speaker, and presented a short re-cap of the discussions, concluding the meetings.

Mr. Hughes

Y. L. Hughes, supervisor of project engineering, discussed means for determining customer's transformer charge for rate 417 and customer's facilities charge for rate 419. Mr. Hughes emphasized that rate 417 is designed for customer billing for those customers having a minimum demand of 2,500 Kw. "Included in this billing," Mr. Hughes said, "is the addition of a transformer charge to the energy charge on the basis of one per cent of the total cost of the transformer installation, including the transformer, protective equipment and the secondary bus work and associated equipment."

Mr. Hughes said that rate 419 is designed for billing customers having a minimum demand of 20,000 KVA. A facilities charge is added to the energy charge on the basis of one per cent of the total cost of facilities allocated to the customer. "Facilities costs are allocated to the customer on all generating substations, transmission lines, bulk substations, subtransmission lines, customers' substations, and customers' metering, but exclude the cost of any transmission or generating tie line facilities," Mr. Hughes explained.

Mr. Sutton

H. J. Sutton, superintendent of relay and communications, described the part this section plays in improving the quality of our service. He began by explaining that, "since the use of our product is dependent on the unit costs to our customers, economics plays a major part in capital investments. In order to hold investments to a minimum on the basis of installed KVA, we have materially increased circuit capabilities and unit sizes of equipment. We have also, by careful design, minimized investments and operating costs.

"As our generating units, transmission lines, and substations have increased in size, so has the need and complexities for protection grown in connection with the removal of faulted equipment or lines from the system when trouble occurs. To prevent family in damage in times of trouble, high speed relaying is necessary," Mr. Sutton said, "And to be assured of reliable operations a complex system of backing up our first line of relaying must now be employed. This back-up relaying provides protection not only against the failure of relays to perform, but also against the failure of breakers or other components to operate."

Mr. Fannette

Obtaining rights-of-way by condemnation was discussed by J. B. Fannette, right-of-way supervisor. "In 1960, our section acquired 129.23 miles of private right-of-way for 200 miles of transmission lines," Mr. Fannette said. "In this were 449 separate parcels, including 14 substation sites, comprising 1,226.16 acres. Involved in these acquisitions were 1,146 owners and 5,395 other persons contacted excluding company personnel. In addition to personal contacts, there were 4,176 letters and memoranda written," Mr. Fannette explained. This was an average of 3.58 tracts for each mile of right of way. "An average of four right-of-way man days was required to obtain each parcel," Mr. Fannette continued, "and we made 68 final offers, 20 of which went into condemnation proceedings."

In describing the work of this section, Mr. Fannette told of methods of condemning property and the factors for determining whose property should be condemned. "In 1960, the percent of condemnations for the number of tracts acquired was 4.45%," Mr. Fannette added. "In 1959, this figure was .95% for approximately the same amount of tracts. This is evidence of a growing trend toward cases going to court for settlement," Mr. Fannette concluded, "which is more time consuming and expensive because of the addition-

al data and preparation involved. Dollar and cents wise, in most cases the awards are in excess of what we offer once a suit is settled."

Mr. Clausen

B. R. Clausen, engineer in the planning section, described capacitors and their use in transmission.

In his discussion, Mr. Clausen emphasized two important considerations given capacitors. The first being that with proper use of the capacitor, "we can utilize our transmission lines for the purpose for which they were intended, the transmission of the watt," Mr. Clausen said. "Secondly," he continued, "we should begin to think of the capacitor as a piece of stand-by, protective equipment as well as a means of voltage and power factor correction. Mr. Clausen added that capacitors should be used for protection against low voltage which may cause loss of load during emergencies such as loss of generation or transmission lines; much the same as fused cut-outs, reclosers, and oil circuit breakers are used in time of emergency. "Protection offered by the correct use of capacitors in those areas where it is needed can be a great aid to the Company in selling customers on our dependable electric service," Mr. Clausen concluded.

20th Century Agrarian Reformers

Oregon Farmers Demonstrate

How to Save Our Tax Dollars —

And Their Own Self-Respect

SOME farmers along the Molalla River up in Oregon were troubled. The river swept around an 1800-foot horseshoe bend, and at flood time big chunks of their farmland crumbled into the waters.

According to the Albany (Ore.) Democrat-Herald, the farmers organized the Molalla River District Improvement Co., Inc., and went to the usual place for help of all sorts—the U.S. Government.

The Corps of Army Engineers came in, made a survey and said, yep, they could fix it for \$188,000. But a lot of other projects were ahead of it, and

they didn't know when they'd get around to it.

Well, the farmers thought \$188,000 was a lot of money for a job like that, even if it wasn't their money. And they didn't want to wait. So they took another look at their problem.

Then they rented a bulldozer and went to work. They dug a new channel, whipped the problem completely, and added up their expense. They were out just \$1,500. Their paper work connected with a Federal project probably would have cost them more than that.



*A small town proves
it has a big heart . . .*

Trinity's Boys' Club



“WE must do something to keep our boys from roaming the streets and getting into mischief.”

This chance remark by Keen Franklin, serviceman, Trinity, Texas, to a local dentist, Dr. W. R. McFerrin, was the start of four years of talking, planning and work that climaxed a year ago in the founding of Boys' Club of Trinity, Incorporated, the only organized Boys' Club in any of the communities we serve. There are plans for projects in Baton Rouge, Beaumont, Lake Charles and Lafayette.

Looking around for a program that could be sponsored by the whole community, Mr. Franklin and Dr. McFerrin contacted Joseph D. Sotis, Jr., of Dallas, the regional director of the Boys' Clubs of America.

After Mr. Sotis explained the purpose and program of the club, Mr. Franklin and Dr. McFerrin presented the program to the Lions Club.

Lions Adopt Idea

It was enthusiastically accepted by the Lions. In fact, the community, almost unanimously, adopted the program as their pet project. The school board provided the clubhouse, an abandoned school building.

The townspeople immediately underwrote the financial support of the club by subscriptions. The work to put the building in shape was done voluntarily by Trinity citizens. The volunteer fire department gave up a drill period to do the civil painting.

On the first day memberships were accepted, over 80 boys signed up. Today nearly every eligible boy in the community is a member. In one year

of operation the membership has increased to 114.

Boys Map Program

A board of directors was set up. Dr. Ferrin was elected president of the board. The directors and the boys mapped out a club program. The purpose of the program is to further the health, social, educational, vocational and character development of the boys.

The program is under the direction of Kenneth Dobbins, a student at Sam Houston State College in nearby Huntsville. The clubhouse presently has a library-TV room, a game room, an arts and crafts room, and a radio room. The radio program is supervised by Mr. Franklin and has been so enthusiastically accepted by the boys that another radio room will be completed in the near future.

The high school gymnasium is available during off-hours for indoor sports. Future plans call for the expanding and improvement of the present facilities and the building of an overnight campsite at Camp TrinLady between Trinity and Lovelady.

Boys' Conduct Improves

Since the founding of the club there has been a marked improvement in the boys' conduct. They must live by a code of conduct which the boys themselves drew up. The principals of the Trinity schools say that this school year they have had less disciplinary problems. The town constable said there has been less mischief and fewer broken windows in town than at any time in the past.

“There in only one other city in our six state region, Roscoe, Texas, that

has a Boys' Club with less population than Trinity,” said Mr. Sotis. “However, I know of no other city of its size in the nation that has displayed such outstanding community spirit as has Trinity for its Boys' Club.”

“The Boys' Club building facilities are excellent...the program outstanding...and boy membership is extraordinary as nearly every eligible boy in town is a ‘Boys' Club Boy’,” Mr. Sotis added.

Leadership Praised

Mr. Sotis also had this to say about the club's leadership, “We are proud of the outstanding leadership that Keen Franklin and Dr. McFerrin have demonstrated to make possible a Boys' Club for Trinity. Club Director Kenneth Dobbins has proven himself a splendid leader of boys. Finally, we salute Trinity, a small community with a big, big heart that reached out to its boys thus making it financially possible to operate the Boys' Club.”





SIGN RAISING. Five of the principal persons who played a big part in the founding of the Boys' Club of Trinity, Incorporated, help place a new sign in front of the clubhouse. Left to right, they are: Joseph D. Sotis, Jr., of Dallas,

the regional director of Boys' Clubs of America; Leonard Sargent, manager of the Trinity Chamber of Commerce; Keen Franklin, local serviceman and originator of the idea behind the club; Kenneth Dobbins, club director; and Dr.

W. R. McFerrin, local dentist and president of the club's board of directors. The other pictures on these pages shows the club's members participating in some of the many programs offered to the boys of Trinity, Texas.





STUDENT LEADERS TOUR PLANT. C. E. Johnson, test engineer, took the group outside to the substation and explained how it gives the generated power its initial thrust outwards over the transmission lines.

Company depicts industry's role in city government during Baton Rouge's . . .

Student Government Day

OUR Company served as Industrial Host to some 140 select high school students and local government officials during the Ninth Annual Student Government Day observance early last month in Baton Rouge.

The Key Club of Baton Rouge High School conceived the idea of Student Government Day in 1953, to acquaint the future citizens of East Baton Rouge Parish with the operations and structure of City-Parish Government. It is sponsored annually by the Key Club in cooperation with City and Parish officials.

Held this year on March 3, the day's activities began with the swearing-in of the student officials, who are chosen by their fellow classmates from 15 high schools in the parish.

Miss Barbara Norwood of Pride High School was chosen to serve as mayor-

president during the day's activities.

In the morning the youthful officials were instructed in the duties of their respective offices by their real life counterparts.

At noon the student officials were joined by Mayor-President John Christian and City Parish Councilmen W. W. Dumas, Goode Smith, John Allphin, Jr., and several other City-Parish officials for lunch in the assembly hall at our Louisiana Generating Station.

Following a buffet luncheon, Plant Superintendent R. H. Lawton welcomed the group to the Company facilities and briefly explained the operations and functions of the station. After the program, which also included a brief history of the local City-Parish government, the students were taken on a tour through the plant facilities.

Mayor Christian explained the East Baton Rouge Parish government as a "Citizens type of government, providing the people with what they want."

The City-Parish form of government was adopted by the citizens of the parish in January, 1949, becoming the first consolidation of city and parish government in the United States.

The Baton Rouge city limits encompassed four and one half square miles 12 years ago.

"Today," Mayor Christian pointed out, "the city covers an area of 34 square miles." He added, "The rate of growth and development of our area is concrete evidence that our city-parish form of government is a working success. I hope that you will give it your support so that we can continue to grow."



FEDERAL POWER QUESTION. Clyde V. Wilson, Baton Rouge T&D Department, and his wife, Jane, look over a copy of Study Guide on Federal Power printed in 1940 which Mrs. Wilson used in a school debate on the issue on the power of the Federal government.

Twenty years old . . .

Public Power Question

Federal power was a basic issue twenty years ago much like it is today. The article reprinted here is as appropriate today as it was in 1940 when it was printed in a magazine entitled "Federal Power".

Mr. and Mrs. Clyde V. Wilson, Baton Rouge, found the article among some of Mrs. Wilson's school papers. Mrs. Wilson was on a debating team at the time the article appeared. The issue under discussion was 'whether the power of the Federal government should be increased or not'. Mr. Wilson is employed in the Baton Rouge Electric T&D Department.

THE power of Congress to put the Government "into business". Of course, the war powers of Congress give the Federal government the right to take over for the duration of a war, any industry necessary for the winning of the war. The Government so took over the railroads during the last war (*World War I*). And possibly, the power to regulate interstate commerce would give the Government the right to run the transportation and communication utilities, such as: railroads, telephone and telegraph, and radio broadcasting.

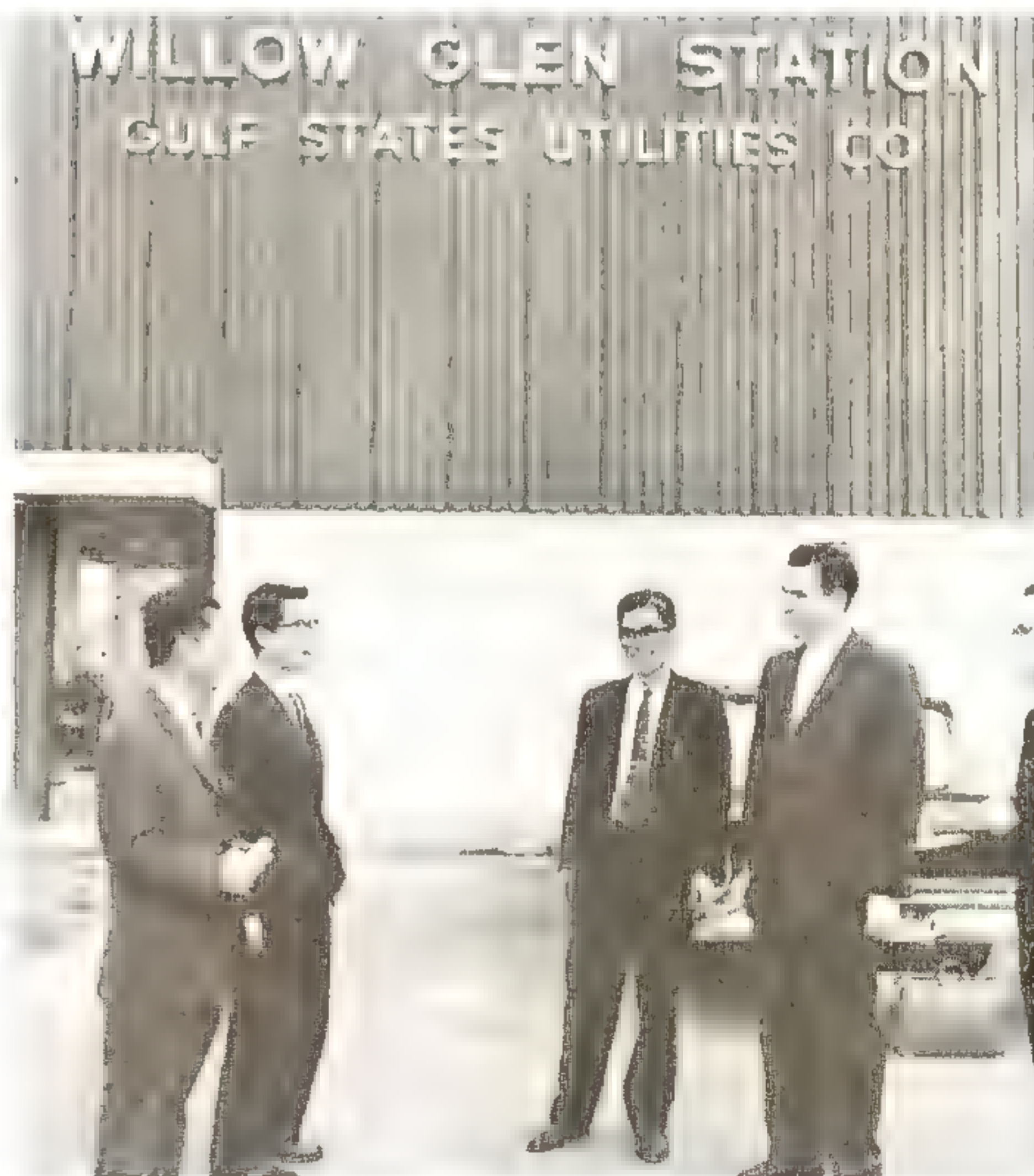
But how about peace time government ownership of businesses which have no apparent connection with the constitutional powers of Congress? In the electric utility field, for example.

In 1931, in a case concerning Boulder Dam, the Supreme Court affirmed the authority of the

Federal government to: 1) construct dams on INTERSTATE rivers for the prevention of floods; 2) for reclamation of arid lands; 3) for storage of water; and 4) FOR DEVELOPMENT OF ELECTRIC POWER.

Through a decision rendered on February 17, 1936, the Supreme Court, by a vote of 8 to 1, also upheld the right of the Federal government to operate the TVA projects. BUT, the Court merely said that Congress has the right to build dams for NAVIGATION purposes, to build power plants for WAR PURPOSES, and to sell SURPLUS POWER.

The Supreme Court has never passed on the issue of whether the Government can build and operate projects solely for the general sale of electric current. Just where in the Constitution the basis for any such right could be found is problematical. Therefore, unless and until the Supreme Court tugs and pulls the Constitution to make it cover a little more territory, we must conclude that CONGRESS HAS NO POWER TO COMPETE WITH PRIVATE BUSINESSES EXCEPT IN CARRYING OUT ITS REGULAR FUNCTIONS OR SUPPLEMENTARY TO ITS REGULAR FUNCTIONS.



WILLOW GLEN STATION VISITORS. Three Japanese visitors, left to right, Shozo Yokogawa, Yokio Horie, and Dr. Miyaji Tomota, officials of Yokogawa Electric Works, Tokyo, recently toured Willow Glen Station at Baton Rouge to study methods of automation in electrical power plants. Dr. Tomota is one of Japan's foremost electronic experts and executive vice president of Yokogawa Electric, while Yokogawa is manager of the company. Acting as guides for the visitors during their tour were John Warmack and Joe Robichau, engineers, production Department.



MOST FAMILIAR PRODUCTS. Ed Brass, manager of B & B Engineering Corporation, Norwood, Louisiana, poses with two of the firm's most often seen products, a flashing stop signal

marking a thru street and a Protect-O-Arm stop sign with flashing lights. These particular signals, of a type used in nearly every state in the union, have been working 24 hours a day

for the past five years without failure, with the Protect-O-Arm signal gate being raised and lowered automatically every two minutes.

Electricity Makes Possible . . .

SIGNALS FOR SAFETY

at
B & B
Engineering
in
Norwood,
Louisiana

NEXT time you stop your car to let a train or boat go by, notice the warning signal system. Chances are that it was manufactured in the quiet, peaceful little Southern town of Norwood, Louisiana, which is home for one of the most unusual industries we serve.

It's the B & B Engineering Corporation, one of the only two firms in the United States which manufacture a line of signal gates, warning bells and flashers, bridge lights, navigation lights, and industrial controls such as power switchboards, substations, and

special process controls.

Best Known Product

Perhaps their best known product, seen daily by millions across this country, is the Protect-O-Arm stop sign used on gates, parking lots, waterways, plant entrances, exits for thruways, and on school crosswalks.

"We've been manufacturing alarm systems more than 35 years," Ed Brass, manager of the plant at Norwood, recently told Dick Krouse, area development engineer in Baton Rouge. "Originally, we manufactured these devices

in Shreveport back in 1925,"

Mr. Brass continued, "and at one time had our plant in Baton Rouge. A few years back we decided to relocate here and we've been most happy ever since."

Complete Line of Products

At B & B there are more than 244 kindred products in the corporation's line, covering everything from a simple bell to the most elaborate signal. "We carry a line of standard equipment which is regularly manufactured," Mr. Brass said, "but we decided long ago not to limit our production to producing standard products. Our products are designed so that they may be rearranged and modified to meet special conditions which may arise from time to time, depending upon the type of job to be done."

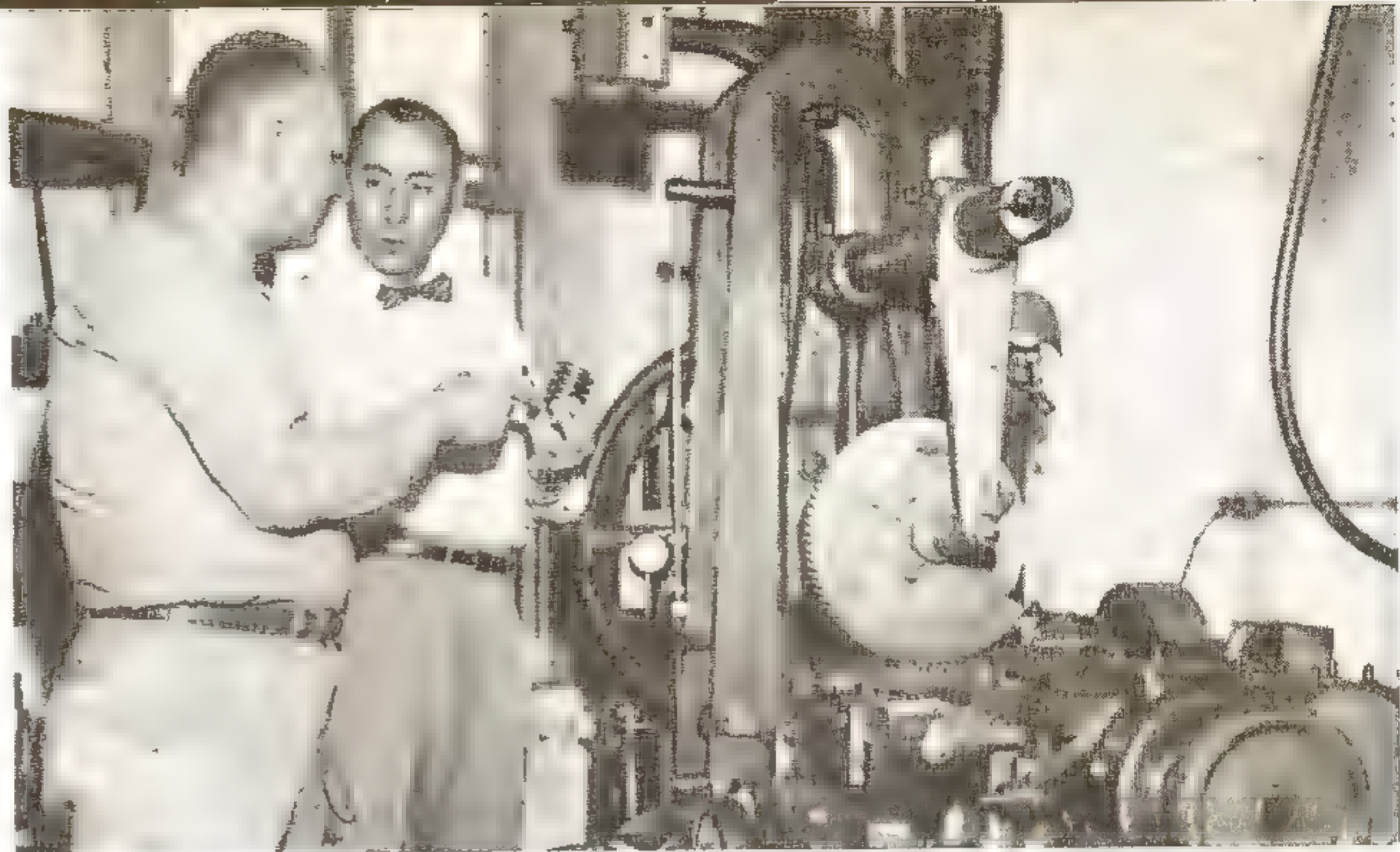
All equipment and parts manufactured by B & B carry a five year guarantee, with the exception of lamps, fuses, and lightning arrestors.

"Our job," Mr. Brass continued, "is to provide our customers protective signaling products of the highest standard that modern engineering, research, advanced equipment, and proved materials can produce. That's why we carry such a long guarantee on our products, to be sure that they aren't defective and will perform as desired. A ninety day or one year guarantee doesn't satisfy us, for we build our products to last and want to be as certain as our customers that there are no mechanical or metallurgical flaws in any of the goods we make. The only means of being certain of this is to give the product a good test under actual operating conditions. And it has been proven to us that equipment operating five years without failure is usually good for twenty or more years of dependable service."

A Famous Product

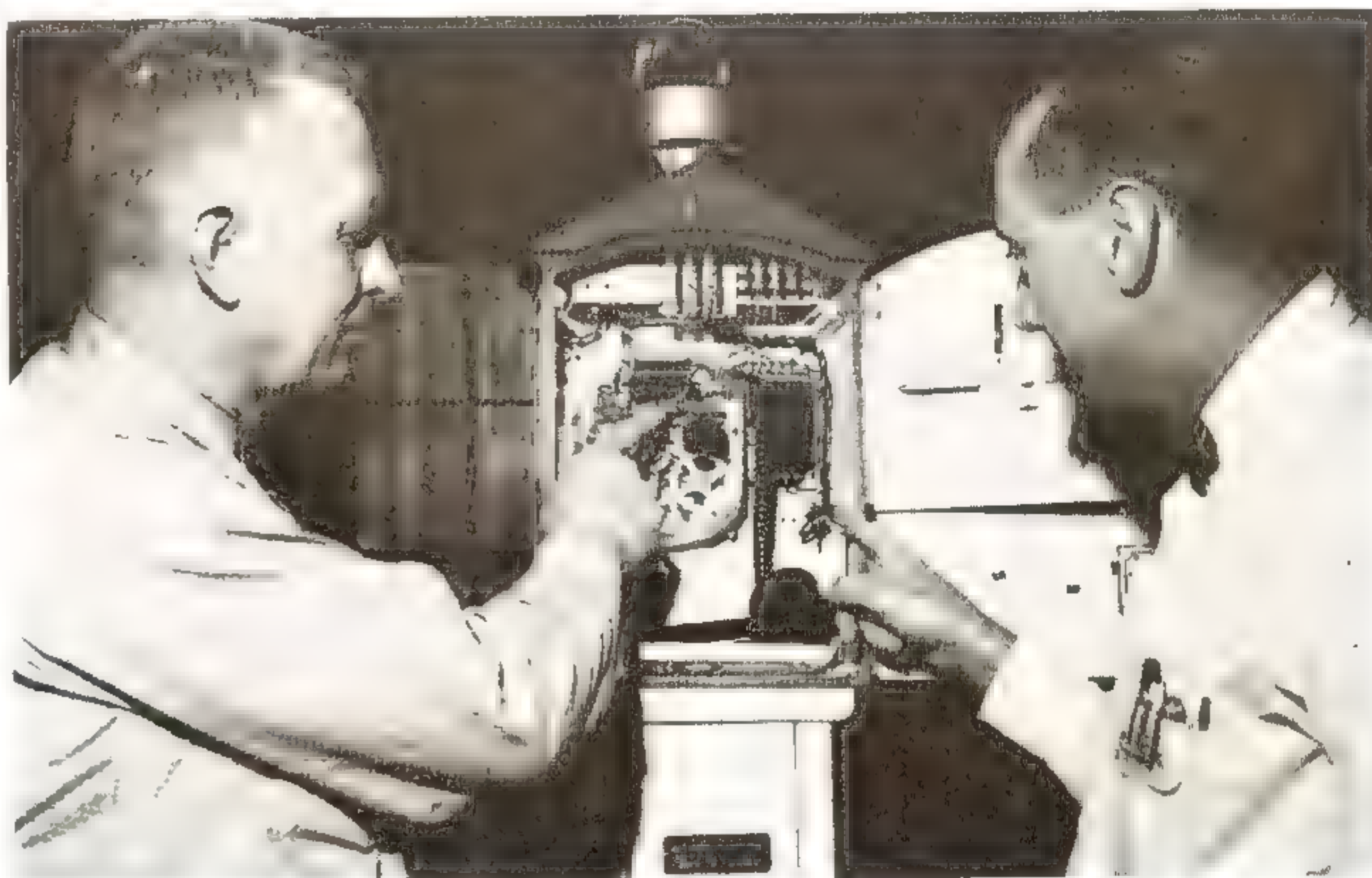
One of the products the folks at B & B are most proud of is the gun sight for 75 and 105 mm howitzers which they manufactured during World War II. Their's was the only such gun sight featuring 100% interchangeability of parts. One wall of their engineering drawing room holds several citations and commendations from nationally prominent persons for the part the company played in the war, in addition to a number of pictures of installations using their products.

"At B & B, no job involving protective signaling equipment is too large or too small," Mr. Brass said. "We manufacture the parts for all our products, from the simplest warning bell to the most complicated bridge and industrial control switchboard."



CUT OWN GEARS. Mr. Brass explains the working of a gear hobbler used by B & B to Dick Krouse, area development engineer in

Baton Rouge. All of the gears used by B & B products are cut and made on this and another, similar machine.

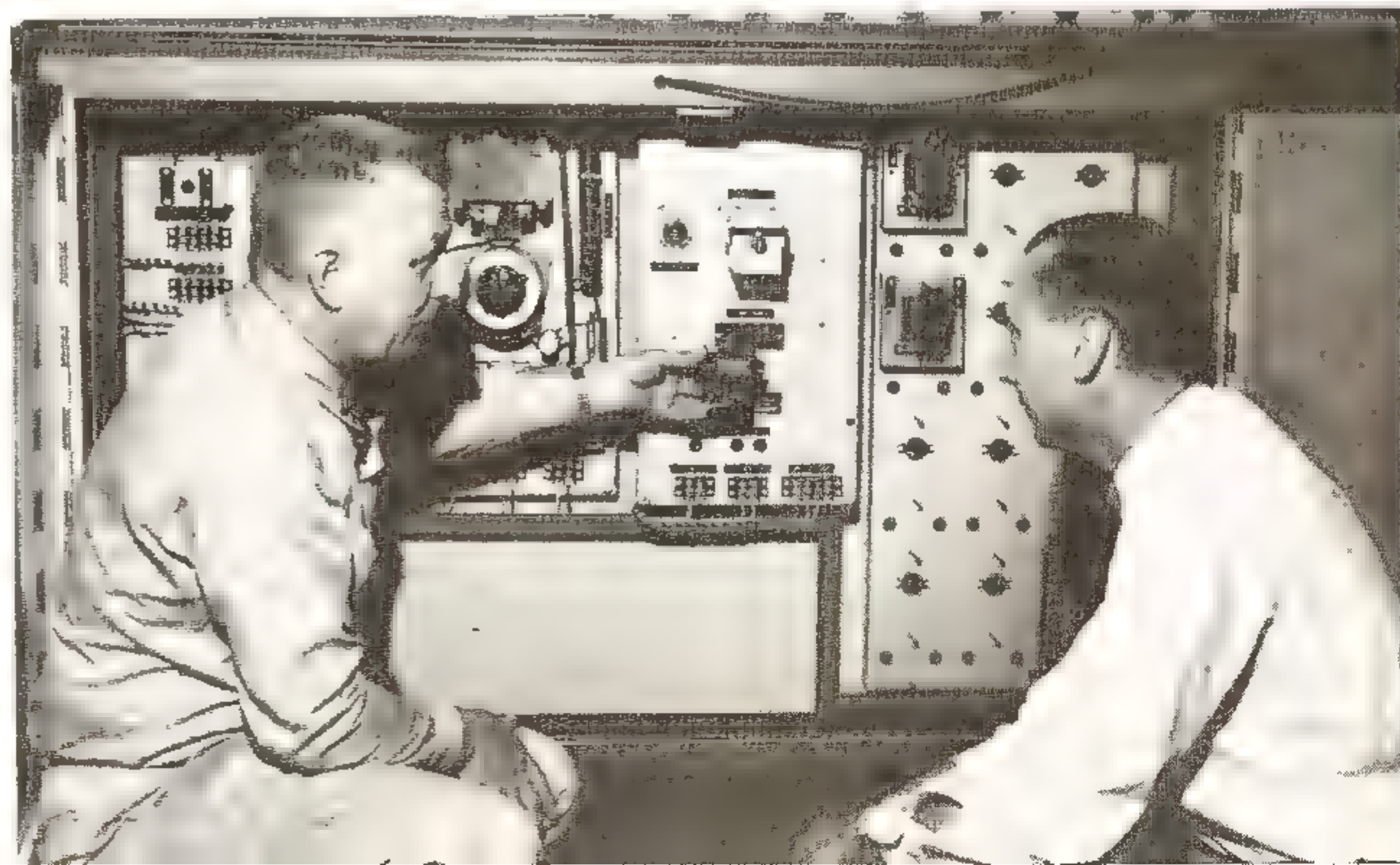


CONSOLE SYSTEM. Mr. Brass tells Mr. Krouse how the console Fire Alarm Telegraph Sub Station operates. This unit controls signals and messages from telephone alarm boxes and is

used by some 2,200 cities in the country. In the event of power failure, the system is operated by a series of batteries contained in its cabinet.

TELEPHONE ALARM BOX. Mr. Brass describes the workings of a telephone fire alarm signal box used on street corners in cities and towns across the nation to Mr. Krouse. This particular

model has a flashing red light to help persons locate it at night and also contains a telephone for giving detailed information to the fire department.



Golf Tourney

F O R E ! FORE! Fore!

That word and maybe a few golf balls will echo off the trees of the Sunset Grove Country Club in Orange when the Fifth Annual Golf Tournament gets under way on Memorial Day, May 30. The Orange District will host this year's event.

"An invitation is extended to all GSU golfers to enter this year's tournament," said T. O. "Doc" Charlton, district superintendent. "Also this year's event will be a family affair and the golfers are invited to bring their wives and children. The facilities of the Club will be available for bridge, swimming, tennis or just loafing and visiting."

The entry fee of \$3 must be mailed before May 1 to J. P. Pevoto, Accounting Department, Orange, who is treasurer for the tournament.

Cecil Nantz, distribution supervisor, Orange, has been named this year's general chairman. Assisting Mr. Nantz in preparing for this Memorial Day classic will be Frank Jones, safety director, Beaumont, course arrangements; Jack Shirey, safety and training manager, Beaumont, flight groupings; Jerry St. Dizier, lighting engineer, Lake Charles, scheduling.

Others are Bill Heaner, claim agent, Beaumont, handicap recorder; Bill Thomson, supervisor of industrial and commercial sales, Beaumont, scoring tabulations; Walter House, sales supervisor, Orange, family arrangements; and Mr. Charlton, club house arrangements.

The first flight will tee off at 9:30 and the tournament will end at 2:30. While the menfolk are going around the course, recreation will be provided for their families in the clubhouse and around the pool. Luncheon will be served in the clubhouse, selections to be made from the club's menu, starting at \$1.50 or sandwiches, hamburgers and cold drinks may be purchased at the poolside snackbar. Charges for the use of the swimming pool and tennis courts will be \$1.00 per person.

Serving as hostess will be Mrs. Ruth Lee, wife of Rex Lee, division manager, Beaumont, Mrs. Charlton, Mrs. Nantz, Mrs. House and Mrs. Pevoto.

"All golfers are reminded to get their registration fees in to Mr. Pevoto as early as possible," said General Chairman Nantz. "So we will know how many to expect and can plan to make this year's event an outstanding one."



FOR THE GOLFER. A golf cart and the number one tee at the Sunset Grove Country Club in Orange await the entrants in the Fifth Annual Gulf States Employees Golf Tournament on Memorial Day, May 30.



THE PLANNERS. Members of the arrangements committee confer with General Chairman Cecil Nantz, right, on plans for the employees annual golf tournament. The planners are: left to right, T. O. "Doc" Charlton, district superintendent, Orange; Walter House, supervisor of sales, Orange; Bill Thomson, supervisor of industrial and commercial sales, Beaumont; Bill Heaner, claims agent, Beaumont; Jerry St. Dizier, lighting engineer, Lake Charles.



END OF THE DAY. The eighteenth hole, the game is over. It was an enjoyable day. The players are ready to head home. The Tournament will get under way at 9:30 when the first flight tees off and will end when the last players finish the course around 2:30.



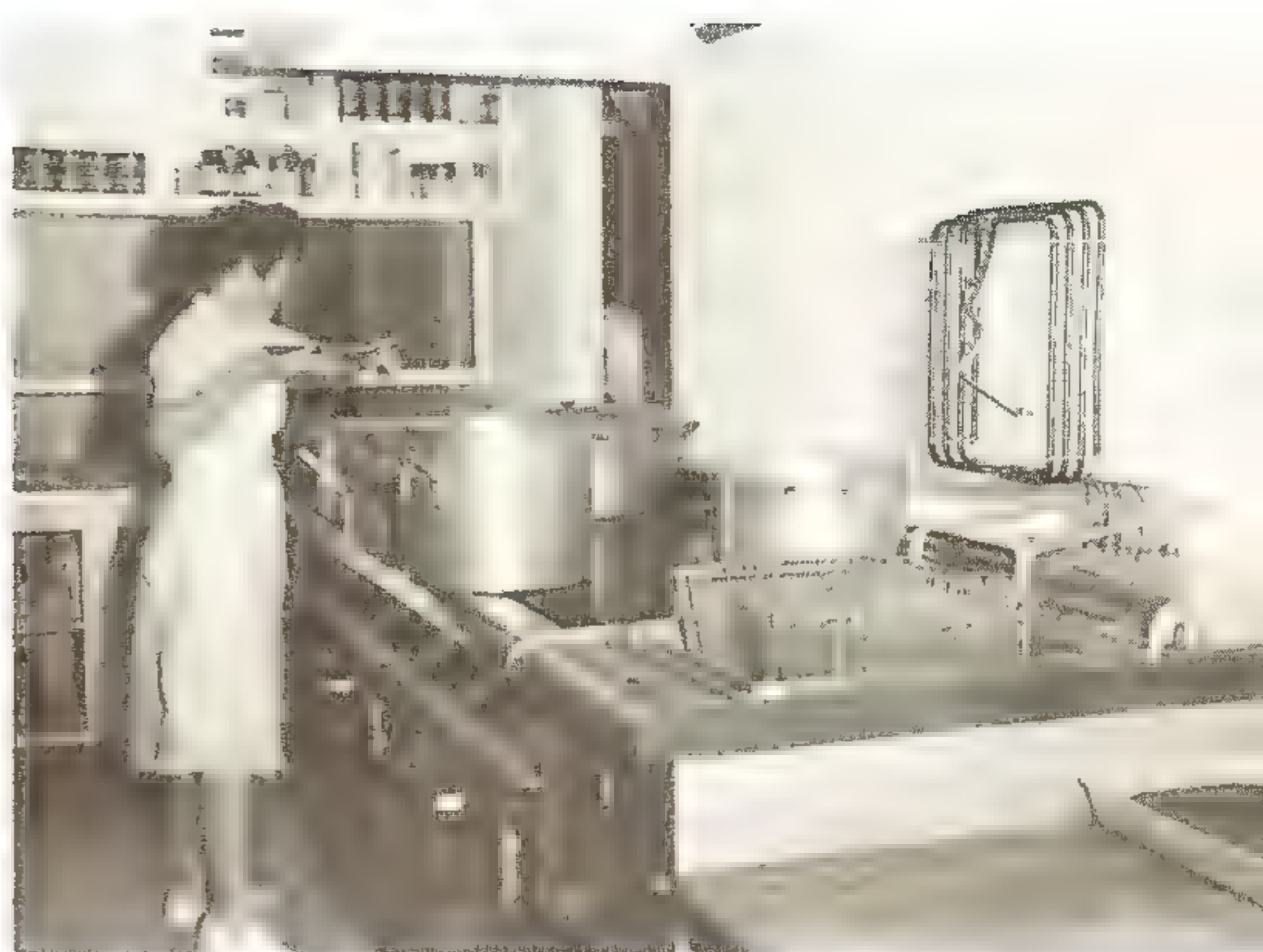
FOR THE LADIES. This lovely club room awaits the wives who accompany their golfing husbands to the Sunset Grove Country Club in Orange. The ladies will be able to play bridge or just relax and visit. Lunch will be served in the dining area to the rear of the room.



FOR THE KIDS. This pool will provide a cool Memorial Day dip for the children who go with dad to the golf tournament. A lifeguard will be on duty to keep a watchful eye on the swimmers. Tables, chairs and umbrellas will make the poolside a cool place for mother to relax.



BEAUMONT DIVISION'S FIRST. Chance-Loeb's new school, occupied last November, is the first all-electric school constructed in the Beaumont Division. The new school features 24 individual class rooms, a spacious cafetorium, and the comforts of year 'round heating, air conditioning, and adequate defense lighting.



FOOD PREPARED ELECTRICALLY. Students at Chance-Loeb are served nutritious, well balanced meals prepared in an all-electric kitchen containing modern ranges, ovens and fry kettles. One of the school's dieticians, above, prepares to begin serving food being kept warm on the school's electric ranges.

First in Beaumont Division . . .

An ALL-ELECTRIC Institute Of Learning

STUDENTS of Chance-Loeb Independent School District are learning their "three R's" and related subjects the modern way—amidst the comfort and safety of an all-electric school.

This modern school, with more than 26,000 square feet of floor space, is Beaumont Division's first all-electric school. The second, currently under construction, is Beaumont South Park Independent School District's new high school at Amelia, scheduled for completion in September.

At Chance-Loeb, students receive their schooling under well lighted conditions and comfortable temperatures, no matter how gray the day or uncomfortable the outside temperature. The school, with a current enrollment of some 520 students, features 24 individual class rooms and a large cafetorium.

Each class room utilizes eight kilowatts for combination lighting, heating, and cooling. And each class room has its own thermostat to assure even, well regulated temperatures. These thermostats are by-passed at night to enable each wing to be operat-

ed at lower temperatures during the night. A night setback, controlled automatically by time clock, returns temperatures to a comfortable degree before classes begin each morning.

Chance-Loeb's cafetorium is larger than a standard basketball court and provides easy access to the kitchen and serving area. Scheduling gym classes before and after lunch periods allows maximum utilization of the gymnasium which is easily converted into a cafeteria. This area also serves as an auditorium as additional bleacher space is provided above the kitchen, offices, and board room areas.

Construction of this modern all-electric school began March, 1960, and was completed in November. The class rooms, kitchen, and cafetorium have a total capacity of 218 kw and two 2½ ton heat pumps are utilized in the offices and board room areas.

L. J. Garner, superintendent of Chance-Loeb School, says he is well pleased with the total-electric school and appreciates its safe and easy requirements for operation and maintenance.

Let's Read Our Mail



Goree Matthews, local superintendent, Calvert, recently purchased for our Company the first place winning barrow at the annual Calvert FFA Livestock Show. The 165-pound barrow was raised and exhibited by Raymond Sanchez, Calvert High School student. Our Company paid 41 cents a pound, which totaled \$67.65 for the animal. The letter below was received from Raymond expressing his appreciation.

Dear Mr. Matthews:

I want to express my thanks to you for buying my pig. Without you buying my project our show would not have been a success.

Thank you again.

Yours truly
Raymond Sanchez

Mr. J. Kirby Jones
Gulf States Utilities Company
Port Arthur, Texas

Dear Sir:

Thank you for showing the very informative film entitled "Reaching For the Stars".

No one would imagine that so much energy is contained in a single bucket of sea water or that fusion is the source of the energy of the sun.

At this point we are hoping for a major breakthrough in the area of controlled fusion reactions.

Again we say thank you for a very fine film.

Respectfully yours,
Eugene Harrison, President
Bi-Phy-Chem-Science Club
Lincoln High School
Port Arthur, Texas
Chester Levy Jr., Chairman
of Science Department

Mr. Don Hinkle
Advertising Department
Gulf States Utilities Company

Dear Don:

I speak for the entire management

and staff of KFDM-TV for the singular honor of having the inside double page spread of PLAIN TALKS, March issue. Of course, we are pleased and proud of our new television center as we are pleased and proud that you considered our operation as an important part of your business.

The article itself was handled in good taste, while the picture layout was extremely attractive. This business of ours is much like yours in one respect in that it is difficult to explain in the language of the laity. Your story reduced everything to a common denominator so that engineer and bookkeeper alike could read and understand.

Mr. Locke and all the rest of us say thanks again for helping us get our story throughout your far-reaching organization.

Sincerely yours,
W. L. Hammond
KFDM-TV
Promotions and Publicity

FOOD FOR PEACE

Over 20 million people in the United States, or 1 out of 9 persons, get farm surplus through relief and school lunch programs. After these needs are met, CARE and other foreign-aid agencies get Government allocations. Every \$1 sent to the CARE Food Crusade, New York 16, N.Y., delivers a package of this abundance to the hungry in other lands, as personal food-for-peace gifts from Americans.

SAFETY HONORS. Anders Poulson, safety representative for Texas divisions, Beaumont, brought home these awards from last month's Texas Safety Conference in Houston. Our Company received, for our Texas operations, the top honors award to Class A, large electric companies doing business in Texas. Mr. Poulson holds the off-the-job and the traffic safety plaques awarded the three Texas Divisions.

What does the electric utility offer the engineering graduate? A cadet engineer at a Pennsylvania utility lists these reasons for choosing a utility career: job security, new fields opening up, plenty of challenges and decisions, fringe benefits, and real opportunity for advancement.



THRIFT PLAN INVESTMENTS

Purchases of Gulf States Utilities Company stock made by the Trustee during March covering employee deductions and Company contributions through February were as follows:

| Type of Stock | No. of Shares | Total Cost | Average Cost per Share |
|------------------|---------------|-------------|------------------------|
| Common | 1,193 | \$46,877.31 | \$39.293638 |
| \$4.40 Preferred | 80 | 7,318.00 | 91.475 |

The Trustee deposited \$19,370.13 with the Savings Department of The First National Bank.

Eugenia Carmena Is New Annuitant

APRIL 1 marked the retirement of Miss Eugenia L. Carmena, long-time Gulf Stater of the Baton Rouge Division.

"Genie," as she is affectionately called by her many friends throughout the system, completed 43 years of service with our Company last August 27. She joined the Baton Rouge Electric Company, predecessor of Gulf States, August 27, 1917.

She held various positions in the Accounting and Treasury Departments during her long career, being named confidential records clerk in February 1960.

Miss Carmena is a native of Baton Rouge. She and her sister, Mrs. Janie



Miss Carmena

Bankston, live with their mother at 2614 Lydia Avenue in Baton Rouge.



Promotions for the month of February were:

| NAME | LOCATION | POSITION |
|-----------------------|--------------|-------------------------|
| James E. Mullin | Beaumont | Electrician 2/C—Neches |
| Richard M. McCants | Beaumont | Apprentice—T&D |
| Eugene L. LeFloor | Beaumont | Relayman 1/C—T&D |
| Don M. Lyle | Beaumont | EngAsst—Eng |
| Robert C. Brookins | Beaumont | EngAsst—Eng |
| Edwin B. Smith | Beaumont | Accountant—GenAcctg |
| Roy L. Hester | Beaumont | AdminAsst—Statistical |
| Donald R. Huffman | Beaumont | ResidentialSalesRepr |
| Bernard J. Scott | Orange | Lineman 2/C |
| Charles W. Degner | Orange | EngAsst—T&D |
| Reginald Sydow | Navasota | Lineman 1/C |
| Claude D. Britnell | Port Arthur | Lineman 2/C |
| John E. Hood | Baton Rouge | Repairman 1/C LaSta |
| John H. Gottschalck | Baton Rouge | Apprentice—T&D |
| Albert M. O'Neal | Baton Rouge | Lineman 4/C |
| Marvin B. James | Baton Rouge | Lineman 4/C |
| Robert J. Didier | Baton Rouge | Lineman 1/C |
| Seigle E. Hunstock | Baton Rouge | S/StaMech 1/C |
| James E. Taylor | Baton Rouge | S/StaMech 1/C |
| Carrol R. Wilson | Baton Rouge | S/StaMech 1/C |
| Theodore B. Chaney | Baton Rouge | GarageMech 2/C |
| Marion F. Keegan | Baton Rouge | ResidentialSalesRepr Sr |
| William E. Dowden | Lake Charles | AuxOper -RSN |
| Wisner Boudreaux, Jr. | Lake Charles | AuxOper -RSN |
| Alvin A. Trahan | Lake Charles | Lineman 1/C |
| Berton Young | Lake Charles | Lineman 1/C |
| Michael C. McMahon | Lake Charles | Lineman 1/C |
| Edward D. Barnes | Lake Charles | Lineman 1/C |
| Charles J. Reifsnider | Lake Charles | Relayman 2/C—T&D |
| Dale E. Desormeaux | Lafayette | ApplianceRepairman 2/C |
| Gloria H. Land | Suiphur | HomeServiceAdvisor Sr |

System Engineering Announces Changes

THE promotions of J. A. Sirman and J. F. Chaney to right-of-waymen and the transfer of R. E. Smith to the Planning Section, System Engineering Department, were announced recently by R. W. Sherwood, engineering manager, Beaumont. All three are employed in the Beaumont Division.

Effective April 1, Mr. Sirman reported to G. R. Iles, Jr., right-of-way agent. He came to work for the Company on October 10, 1955, in the Beaumont Survey Crew. In March, 1957, he made an engineering assistant in the Survey Crew, and in January, 1959, he was transferred to the right-of-way Department. Mr. Sirman is a native of Jasper, Texas, and received his education in the public schools of Kountze and Beaumont.



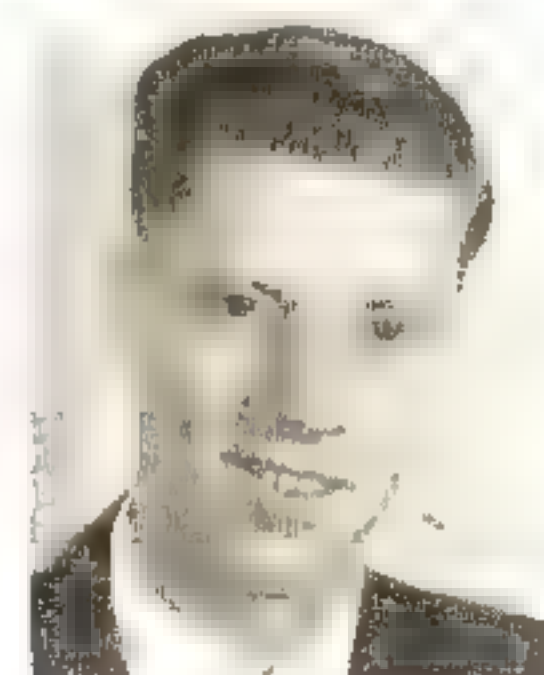
Mr. Sirman

Also reporting to Mr. Iles, Mr. Chaney was promoted to right-of-wayman on March 1, 1961. A native of Mayflower, Texas, he came to work in the Beaumont Survey Crew on September 6, 1955. In March, 1957, he was promoted to engineering assistant and transferred to the Right-of-Way Section. Mr. Chaney graduated from Beaumont High School.



Mr. Chaney

A graduate of Texas A&M College, where he received a bachelor of science in electrical engineering, Mr. Smith was employed in August, 1954. Upon completion of his training program he was assigned to the Beaumont Division T&D Department. From June, 1955, to July, 1957, he served with the United States Army. After his discharge he returned to the Beaumont T&D Engineering Department. He reported on March 1 to A. J. Mary, superintendent of planning, Beaumont. Mr. Smith is a native of Marshalltown, Iowa.



Mr. Smith

Ode to a Lineman

Pete Glutz, the lineman, lay prop-
ped up in bed,
A hospital bed in Ward Four.
With a cracked collar bone and a
cut on the head,

Contusions and busises galore.
When in came a nurse with a paper
and pen

And said, "I must make a report
Of why you are here, how it hap-
pened, and when,"

And this was the lineman's retort:
"We was a'cutting in slack and I
yelled at my grunt

To loosen a bit on the blocks,
But he took up instead, a mighty
dumb stunt

That put the whole job on the
rocks.

"The cumalongs slipped and a guy
broke in two,

The deadends snapped off like
a shot,

Six strings of Type B's were all
hanging askew,

And the wires twisted up in a
Knot.

"A through bolt pulled out, the
crossarm came down
and cracked me on top of the
dome,

My books then cut out and I burn-
ed to the ground

Like Babe Ruth slidin' for
home!"

The nurse, putting down her pen
with a sigh

Said, "I don't understand, Mr.
Glutz."

Pete replied in disgust, "Lady,
neither do I,

The poor grunt musta been nuts!"

Frances Fuchs To Retire May 1

MRS. FRANCES FUCHS, home ser-
vice advisor, Beaumont, will retire
May 1 after almost 22 years of service
to our Company.

Mrs. Fuchs came to work as home
economist in our Port Arthur Sales
Department July 1, 1936. She was
transferred to Baton Rouge on March
1, 1943, and promoted to home service
advisor. She advanced to home ser-
vice advisor, senior, in April, 1949, and
on July 1, 1951, she moved to the
Beaumont Division Sales Department.

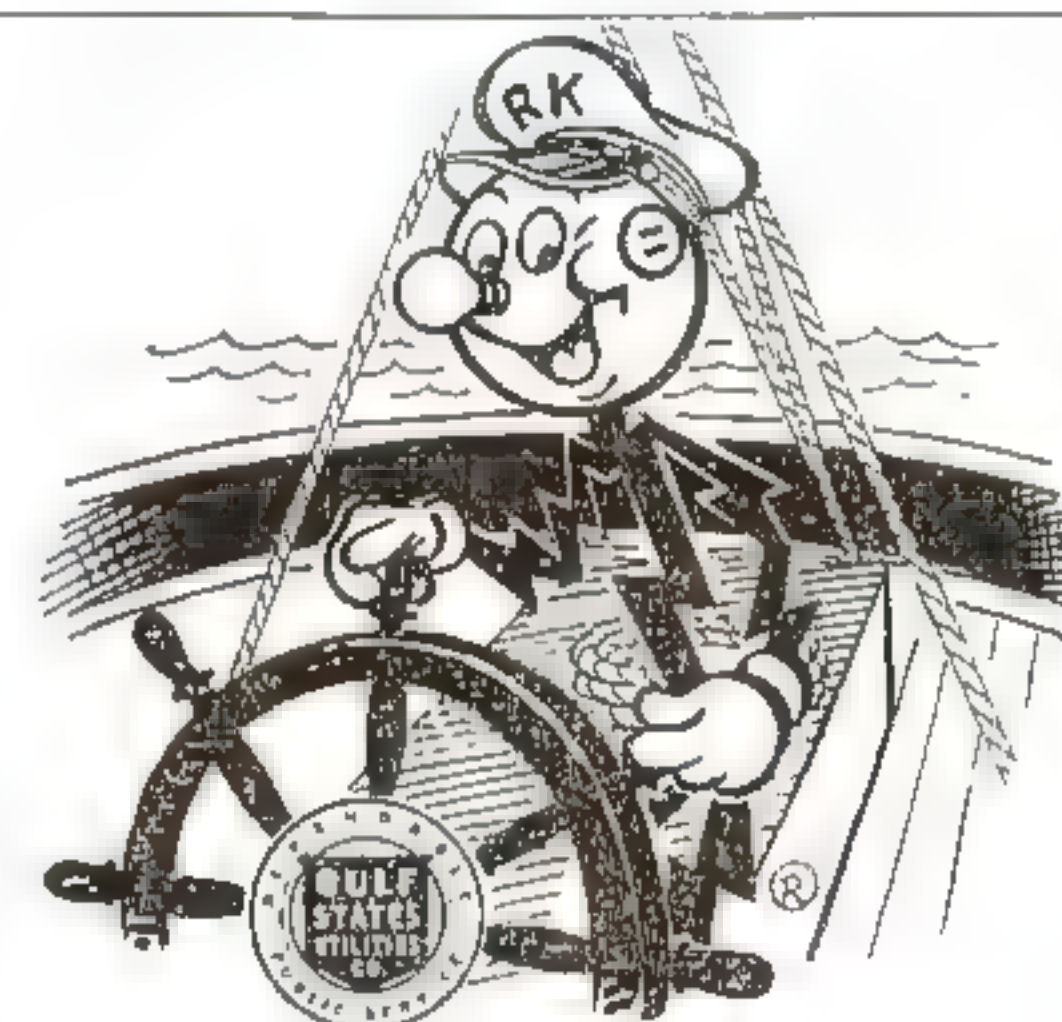
Mrs. Fuchs was born in Watoma,
Wisconsin, received her education in
the Beaumont public schools and at-
tended college in Sherman, Texas.
Prior to coming to work with Gulf
States, she had been employed by var-



Mrs. Fuchs

ious home decorating services in Beau-
mont.

Welcome Aboard

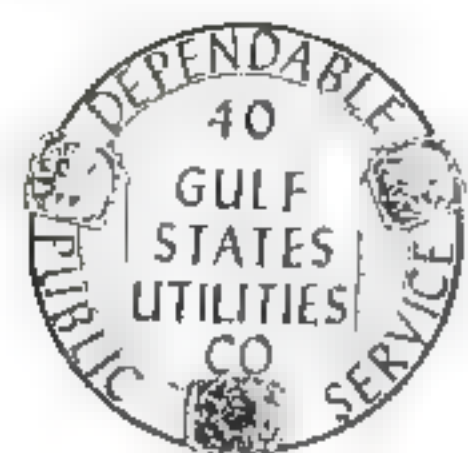


New employees for the month of February are:

| NAME | LOCATION | DEPARTMENT |
|------------------------|----------------|--------------------|
| Wilery R. Bordelon | Baton Rouge | Production - LaSta |
| Clyde J. Boudreaux | Lake Charles | Production R'side |
| James C. McGrew | Beaumont | T&D-Line |
| Jimmy D. Spurlock | Orange | T&D-Line |
| McKinley Rhine, Jr. | Port Arthur | T&D-Line |
| Richard Earle | Lake Charles | T&D-Line |
| Joseph D. Breaux | Jennings | T&D-Line |
| Carolyn R. Spell | Jennings | T&D |
| William C. Corder | Beaumont | Engineering |
| Theodore L. Jones, Jr. | Beaumont | Engineering |
| Betty S. Mayo | Beaumont | Purchasing |
| Katie C. Richter | Beaumont | MachAcctg Billing |
| Aubrey C. Hayes, Jr. | Beaumont | CustsAcctg |
| Mildred E. Singleton | Beaumont | GenAcctg |
| Nancy T. Matherne | Baton Rouge | CustsAcctg |
| Frances I. West | Denham Springs | Treasury |
| Arden D. Loughmiller | Beaumont | Personnel |



SERVICE AWARDS



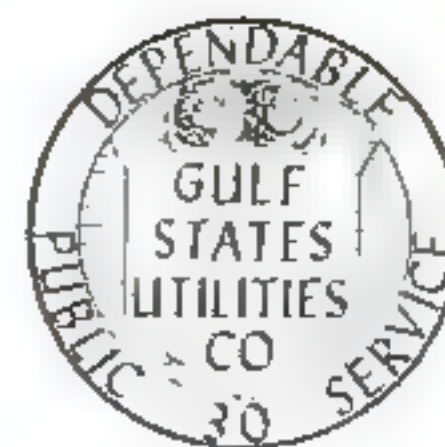
V. B. Hereford
District Superintendent
Navasota



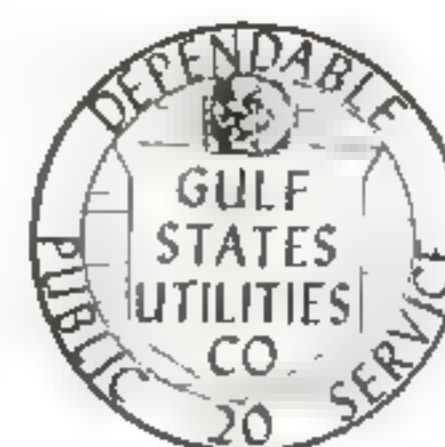
R. H. Henckel
Production
Beaumont



J. G. Davis
Legal
Huntsville



H. B. Floyd
Production
Baton Rouge



A. B. Cross
Production
Baton Rouge



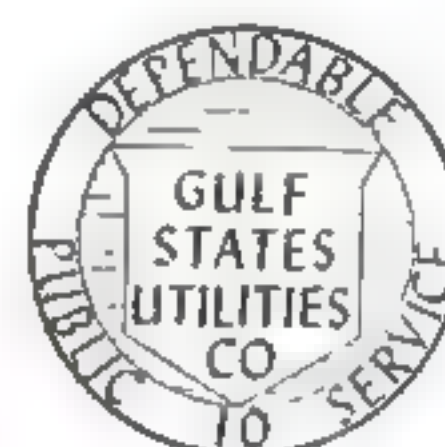
J. T. Doiron
Distribution
Beaumont



E. S. Wall
Distribution
Woodville



J. O. Castilaw
Distribution
Beaumont



F. J. Duhon
Production
Beaumont



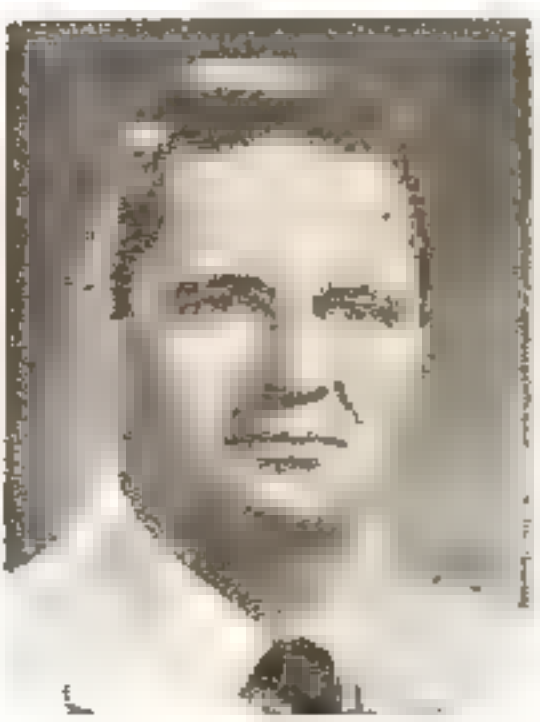
F. J. Nusom
Distribution
Beaumont



M. L. Rushing
Distribution
Sulphur



R. P. Rose
Production
Baton Rouge



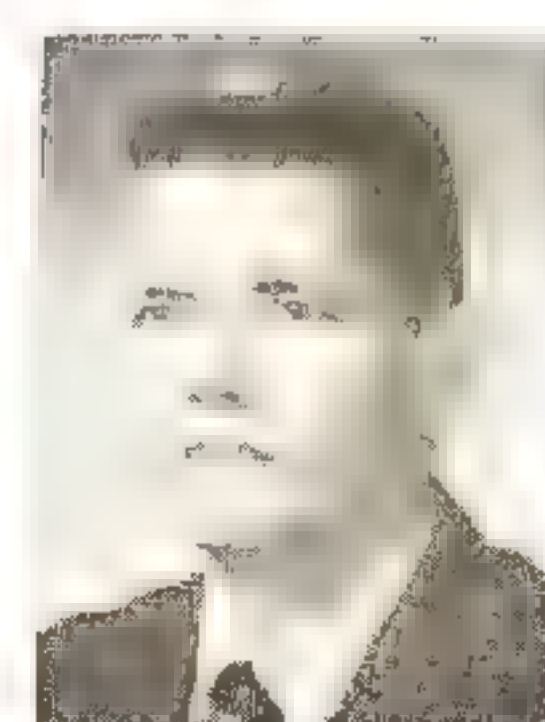
D. W. Bescher
Distribution
Port Arthur



C. F. Russum
Distribution
Beaumont



H. A. Dubuisson
Production
Beaumont



H. J. Rutherford
Production
Beaumont

Awards Banquets To Honor 156

IN the next six weeks 156 Company employees will be honored for their total of 2,750 years of employment at service awards banquets throughout our service area. Each honoree will be presented a 40, 30, 20 or 10 year service emblem by President Nelson.

To date 1,398 of the more than 2,800 employees have ten or more years in the employ of our Company and have received membership in the Service Awards Club. This year's dinners are scheduled below:

Navasota Division (at
Conroe) Friday, April 21, 1961
Port Arthur Division—
Monday, May 1, 1961
Beaumont Division
Tuesday, May 2, 1961
Lake Charles Division
Thursday, May 11, 1961
Baton Rouge Division—
Thursday, May 18, 1961
Beaumont, Lake Charles,
Port Arthur, Navasota
Divisions Colored Employees
(in Beaumont)—
Friday, May 13, 1961
Baton Rouge Division
Colored Employees—
Thursday, May 11, 1961

THE INVENTOR'S INVENTOR

One invention every 15 days. That was Thomas A. Edison's average. From the time he was 30 until he died at the age of 84 in 1931, he was granted 1,093 patents, including the electric light, the phonograph, the motion picture, the stock ticker and many more things we take for granted today.



"Congratulations, Jack! Here's your ten-year Safety Award."

April, 1961

What Others Are Saying

(The following letter was printed in the Dallas Morning News on Friday, March 3, 1961.)

Dear Sirs:

Much has been said about the "depressed areas." Since I live in a state included in that category, I would like to make an observation.

The Tennessee Valley Authority, which has cost the taxpayers one and a half billion dollars, is used by federal bureaucrats as a glowing example of prosperity by government planning. In Kentucky there are six counties in the TVA area, and three of them are on the list. In Tennessee, in the heart of TVA country, there are many counties listed, as are six of the nine in Alabama.

This glowing light of federal bureaucracy is definitely on the critical list, and the bureaucrats are screaming for more federal aid. It couldn't be that these "depressed" cities, counties and states in the TVA country are missing the millions of dollars that private power companies paid, in the days of their existence, for taxes!

The biggest fallacy of all is that there is such a thing as federal money—it's yours and mine. Private enterprise is the only answer to our sick welfare state.

Another myth that must be exploded is used consistently by the socialists. On television screens, in westerns, all the men slink into their offices or homes when the villain arrives (they can do nothing for themselves), but the hero (the big federal government) will take care of them. Imagine the men at the Alamo falling for that propaganda! Too many of us have.

Mrs. Walter D. Bales
219 Hillcrest Avenue
Louisville 6, Ky.



Reddy's Kollege of Kilowatt Knowledge

- How much have the nation's investor-owned electric companies spent to build nuclear power plants to date?
a. \$5 million; b. \$650 million; c. \$70 million; d. \$138 million.
- How much did our Company pay in 1960 taxes for the support of government?
a. \$11,837,451; b. \$8,415,000; c. \$23,091,863; d. \$19,869,999.
- Between 1950 and 1960, the population of the entire United States increased by about 19%. By what percent did the population which our Company serves increase during that same time?
a. 29%; b. 15%; c. 8½%; d. 45%.
- The United States is the world's biggest electric power producer. Does the U. S. produce more power than:
a. the next 7 largest power producing nation's combined;
b. the next 4 largest power producing nations combined;
c. the next 3 largest power producing nations combined;
d. the next 6 largest power producing nations combined.
- Approximately how much more a month would a Gulf States customer whose monthly electric bill averages \$11.50 pay to cook electrically?
a. \$5.00; b. \$2.10; c. \$3.25; d. \$4.50.
- Which of our Company's generating stations is now being converted to automatic computer control for peaking purposes?
a. Roy S. Nelson Station;
b. Louisiana Station; c. Neches Station; d. Riverside Station.

Answers on Page 30



REACHES 5,000 MARK. A. C. "Frog" Handley, Jr., third from left, district superintendent, Nederland, receives congratulations from E. L. Robinson, vice president and general sales manager, Beaumont, upon the Nederland district achieving 5,000 kilowatt hours consumption per home customer annual average use. Adding to the congratulations are, left to right,

W. M. Ingwerson, residential sales representative, Nederland; V. P. Gayle, superintendent of residential sales, Beaumont; Mr. Handley, Mr. Robinson, Kirby Jones, superintendent of sales, Port Arthur Division; C. M. Scott, manager, Port Arthur Division; and C. G. DeCuir, supervisor of residential sales, Port Arthur.



PRESIDENT'S AWARD. E. L. Granau, vice president and manager, Lake Charles Division, received the President's Award for traffic safety from Frank Jones, safety director, Beaumont, at the recent Lake Charles safety banquet. The award was presented to Lake Charles Division for having the best traffic safety record during 1960. The President's Award for personal accident safety went to Baton Rouge Division.

TOP TEN SCORE

DURING February one of our Top Ten Towns passed the 5,000 mark in the number of kilowatthours consumed per home customer. Nederland, which has ranked for many months in number one position, reached 5,028 kwh consumed per home customer. Last year our Company's average KWH usage per home customer was 4,077 KWH while the national average was only 3,790 KWH per year.

| | |
|--------------|-------|
| Nederland | 5,028 |
| Orange | 4,865 |
| Liberty | 4,828 |
| Port Neches | 4,810 |
| Beaumont | 4,685 |
| Lake Charles | 4,482 |
| Baton Rouge | 4,447 |
| Sulphur | 4,258 |
| Vidor | 4,120 |
| Sour Lake | 4,036 |

Answers to Reddy's Kollege of Kilowatt Knowledge

Questions on Page 29

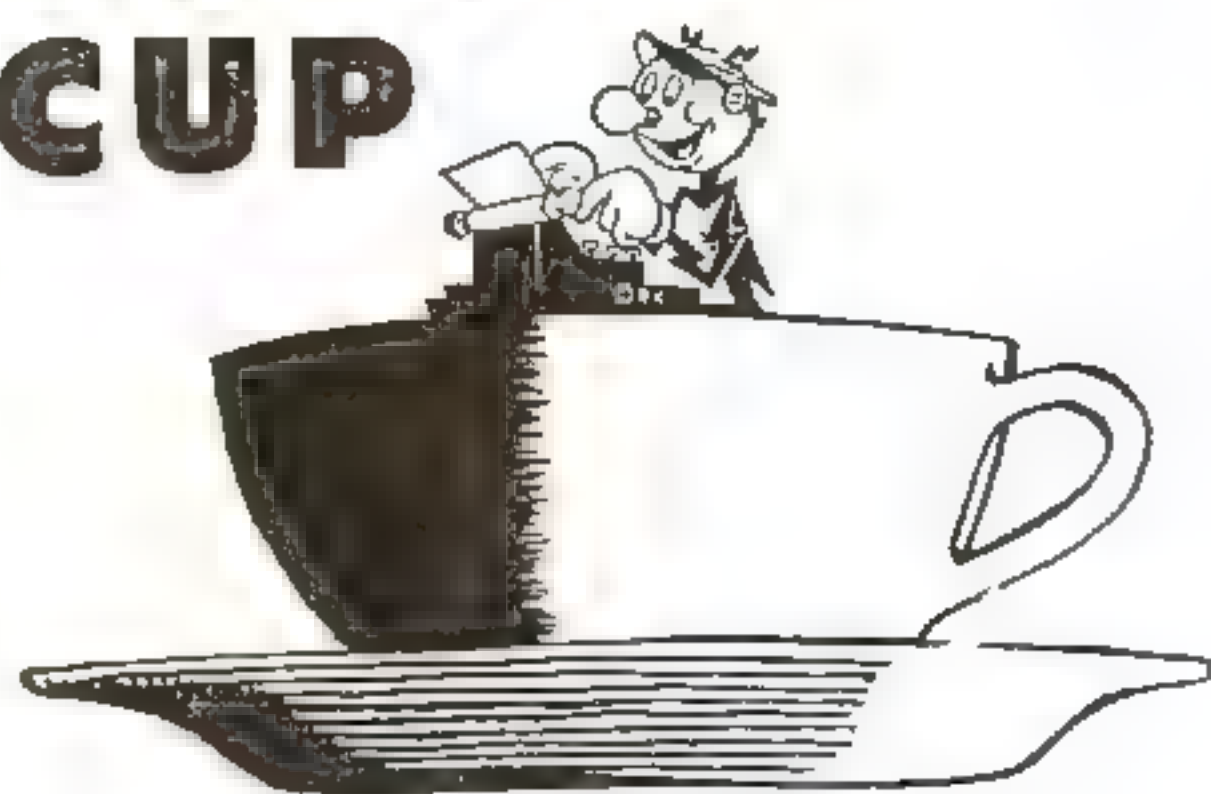
1. b. \$650 million—At present, 17 nuclear power plants have been built, are under construction or are being planned by investor-owned utilities.
2. d. \$19,869,999—This includes all local, state and federal taxes for 1960 and was our Company's biggest single expense measures.
3. d. 45% The population served by Gulf States grew from 662,000 in 1950 to 965,000 in 1960.
4. a. the next 7 largest power producing nations combined The U. S. generated 797,354,000,000 KWH compared to a

total of 777,719,000,000 KWH produced by Russia, United Kingdom, Canada, West Germany, Japan, France and Italy during 1959, the last year for which figures on all countries are available.

5. b. \$2.10—This averages less than 2½¢ a meal.
6. d. Riverside Station—It will be the nation's first existing power plant with straight-through units to be converted to automatic control for peaking purposes.

Sources for these answers will be furnished upon request.

over the COFFEE CUP



LAFAYETTE

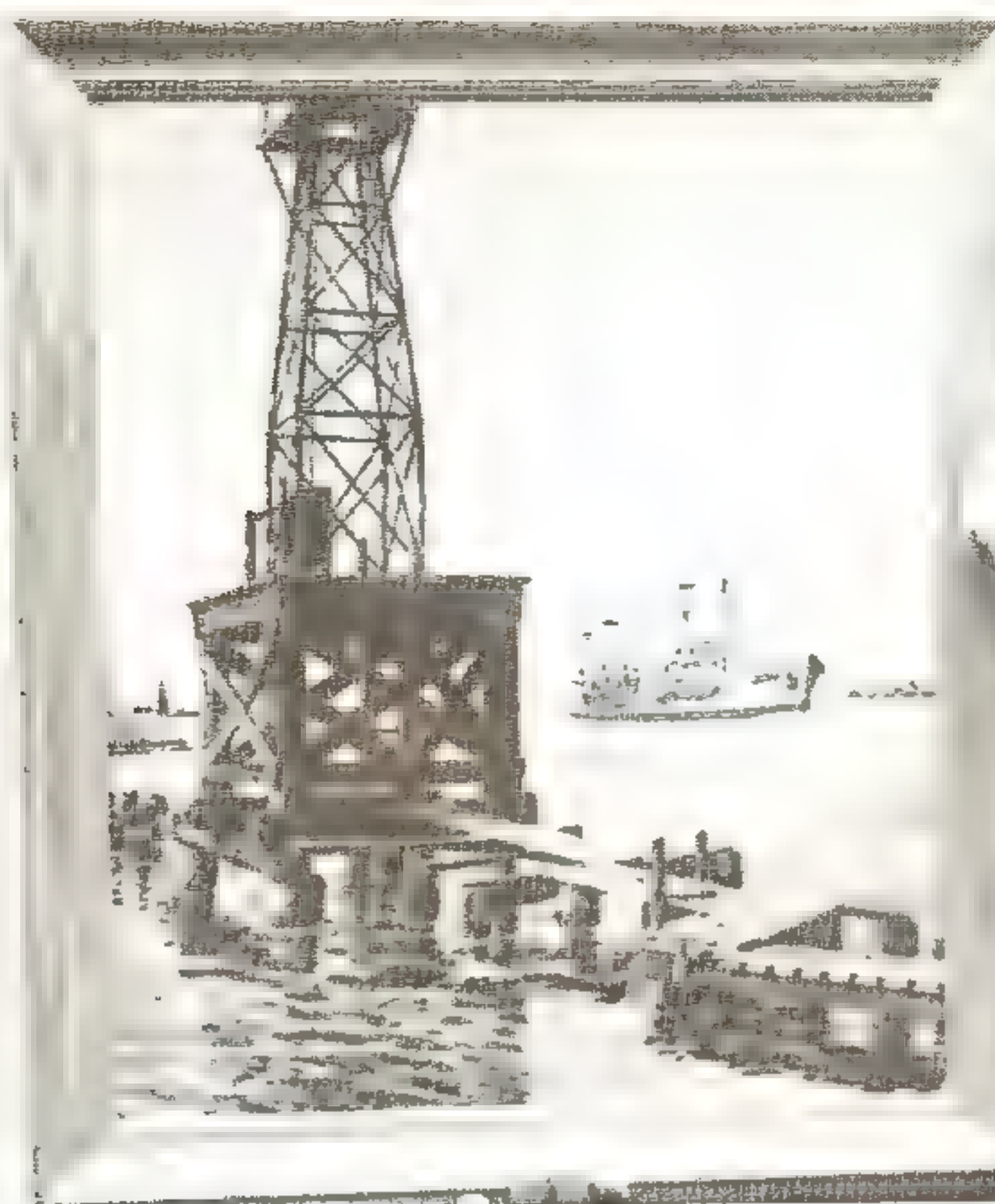
LAFA YETTE Gulf Staters have been getting a little learning lately. **William Sheets** and **Tite Baudoin**, Line Department, attended T&D training classes in Beaumont. **J. K. Powell**, service foreman, attended the service foremen's meeting in Beaumont on March 7 and 8. **J. J. Hopkins**, line foreman, attended the Texas Safety Conference in Houston March 27-29. **E. R. Rauschenberg**, general line foreman, spent a week in the Navasota Division on an internal audit of safety performance. **Corine Hanley**, our new home service advisor, attended four weeks of schooling in Beaumont recently.

Lafayetteers who did not spend their time traveling for the Company this past month, spent their off-time traveling on their own. **Willie Cox** spent a couple of weekends in Lake Charles visiting Mother and Dad (Mr. and Mrs. Bob Aleshire). Also visiting Mr. and Mrs. Aleshire were Willie's sister, brother-in-law and niece from Salina, Kansas. **Charlotte Guilbeau**, customer's clerk, spent a weekend in Lake Charles also. She visited relatives and did a little shopping. **Edwin Judice** and family spent a weekend in Houston visiting relatives. **Luther Gallet** and **Horace Trahan** spent a weekend at their camp at Holly Beach. We hear they did a little fishing and readying up for the summer.

Lester Lalonde, Meter Department, has moved into a new home. **Lester Gloria**, **Byron** and **Jay** seem well pleased with the new set-up.

We wish a speedy recovery to **Gene Sarver**, Line Department, who underwent an operation on March 20.

—By *Cynthia L. Trahan*



NECHES RIVER FESTIVAL ART. Gerhard Klar, engineer's helper, Engineering Building Design Section, Beaumont, painted this scene from

along the Neches River. He entered it in the annual Neches River Festival Art Exhibit during the week of April 10-15.



RENE A. DEBLANC, master electrician, Roy S. Nelson Station, and his wife, **Ruth**, enjoyed a recent trip to Philadelphia. While there Rene attended Leeds and Northrup Instrument School. However, they were happy to return home to their two daughters, **Brenda** and **Mona**, and the **SUNNY SOUTH**.

James A. Meitzen, engineer, and **Daniel O. Gipson**, control room foreman, attended a Supervisory Development Course at LSU in Baton Rouge, February 13-17.

J. H. Derr, Jr., manager for the Westlake Baptist Basketball team, composed of men from Nelson Station, says they are out to win first place in the league. It's a cinch with such players as **Bill "Stretch" Dowden**, high scorer on the team, **Cliff Welch**, **Donald "Roc" LaRocca**, **Alan "Easy" Levine**, **Earl "Buck" Mounhart**, **Sam "Stilt" Chamberlain**, **Hubert "Bruce" Broussard**, **Wisner Boudreaux**, **Jim "Hope" Meitzen**, and **Derrick "Smitty" Smith**.

Oh happy day! February 17 was a memorable day to **Leo Thibodeaux**, laborer and his wife, **Elrine**. For on that day their first child, a boy named **Stephen**, was born. On the following day Mrs. Thibodeaux won \$500 in a church drawing.

—By *Dora Aguilard*

THE Lake Charles Division Safety Banquet was held March 14 in the Lake Charles High School Cafeteria. A fine meal was served to about 175 guests. After dinner, everyone retired to the auditorium for the program.

F. W. Merrill, operating superintendent, was the master of ceremonies. **E. L. Granau**, vice president and division manager, commended the Lake Charles Division on their past safety record and encouraged the wives to take safety home with them. **Frank Jones**, system safety director, Beaumont, awarded the Lake Charles Division the 1960 President's Award for Traffic Safety. **Summa Stelly**, safety-claims agent, spoke on "Safety-izing" wives. An interesting film "Safety Everywhere All the Time" was shown.

—By *Mary Ann Dowries*

RICHARD "Don" Herrington is out of the hospital and back home after undergoing surgery in a Shreveport Hospital. We are glad to know Don is doing better and hope to see him back on the job soon. Don is employed in the Lake Charles T&D Department.

Travis R. Fox and **Charles W. Jones** attended a T&D training course in Beaumont during the month of March. Both men are linemen in the Lake Charles Line Department.

C. W. "Dad" Weems, assistant general line foreman, Lake Charles, spent a week in March in Port Arthur on an inspection tour.

Bradley J. Broussard and **Miss Lynn Reed** were married March 7 in Orange, Texas. Mr. Broussard is employed in the Lake Charles Line Department.

—By *Margie Leone*

WHILE we Louisianians worked through a week of rain, **Vann Boudreaux** and his wife were sight-seeing in fine spring weather in Mexico. The Boudreauxs make an annual visit to Mexico City each February. Vann is an engineer in the Lake Charles Division.

On February 22, **Vernon "Sonny" Hostmann**, while at the Bowlarena in Lake Charles, bowled on the alley next to "Wells Fargo" star **Dale Robertson**, who was in Lake Charles for the annual Southwest District Livestock Show and Rodeo. Sonny's one comment was, "For a fist-slinging, gun-toting, saddle-straddler, he has a fine delivery."

Mr. Robertson used his own ball and shoes. He indicated to some of the bystanders that he enjoys his bowling and takes it very seriously. He asked them to please refrain from asking for autographs until after the game. His bowling partners were his lovely wife and two other companions.

SHIRLEY R. ROBINSON and **Anderson "Jake" Andrus** were among those attending training courses in Beaumont during the months of February and March.

The Lake Charles Substation is glad to welcome **Edward B. Thomason** back to work. Edward began work with the Substation Department in 1958 and



HUNTING TROPHY. **Lovelle Marshall**, Port Arthur Line Department, holds the foot of a full grown deer, that as a fawn had stepped through a pine knot. The knot lodged permanently and remained for years with probably only slight handicap. Marshall killed the deer near Leesville, Louisiana.



A BEAUTIFUL TROPHY. **H. A. "Red" Williams**, station engineer, Louisiana Station, right, killed this 13 point buck while on vacation in Texas. The buck was killed on the W. and A. Haag Ranch near Kendalia, Texas, owned by Mr. William Haag, left. The large buck had more than a 20 inch spread and was the second deer killed by "Red". He had earlier killed an eight pointer.

was called to serve his tour with the United States Navy. We are glad to have Eddie back with us.

Eunice E. Byrd and **Joseph L. Manena** spent a week in Beaumont attending a T&D Training course.

George Trahan and **Jerry Cormier** have returned to the Substation Department after being in the Line Department for training purposes.

Work has begun on the **Alfol Substation** which is located in the industrial area northwest of Lake Charles. This substation is to serve the Continental Oil Black Company's "Alfol Plant".

—By *Jo Anne Burnett*



A hearty "Welcome" was extended on March 20 to **Nell Meads**, a new employee in the Records Management Department, Beaumont. Nell's home is Deweyville, Texas, but has lived in Beaumont for the past three years where she attended Lamar College.

A fond "Farewell" to **Mary E. Black** who is transferring from the Records Management Department to the Stenographic Department. Mary has been a busy girl during March. She spent a weekend in Baton Rouge attending the Pro-Golf Tournament and a weekend in Dallas with former GSUer **Penny Keller**.

Congratulations to **Mickie Merchant**, son of **M. A. Merchant**, records management supervisor, for making the

Honor Roll at the University of Texas for the second consecutive year.

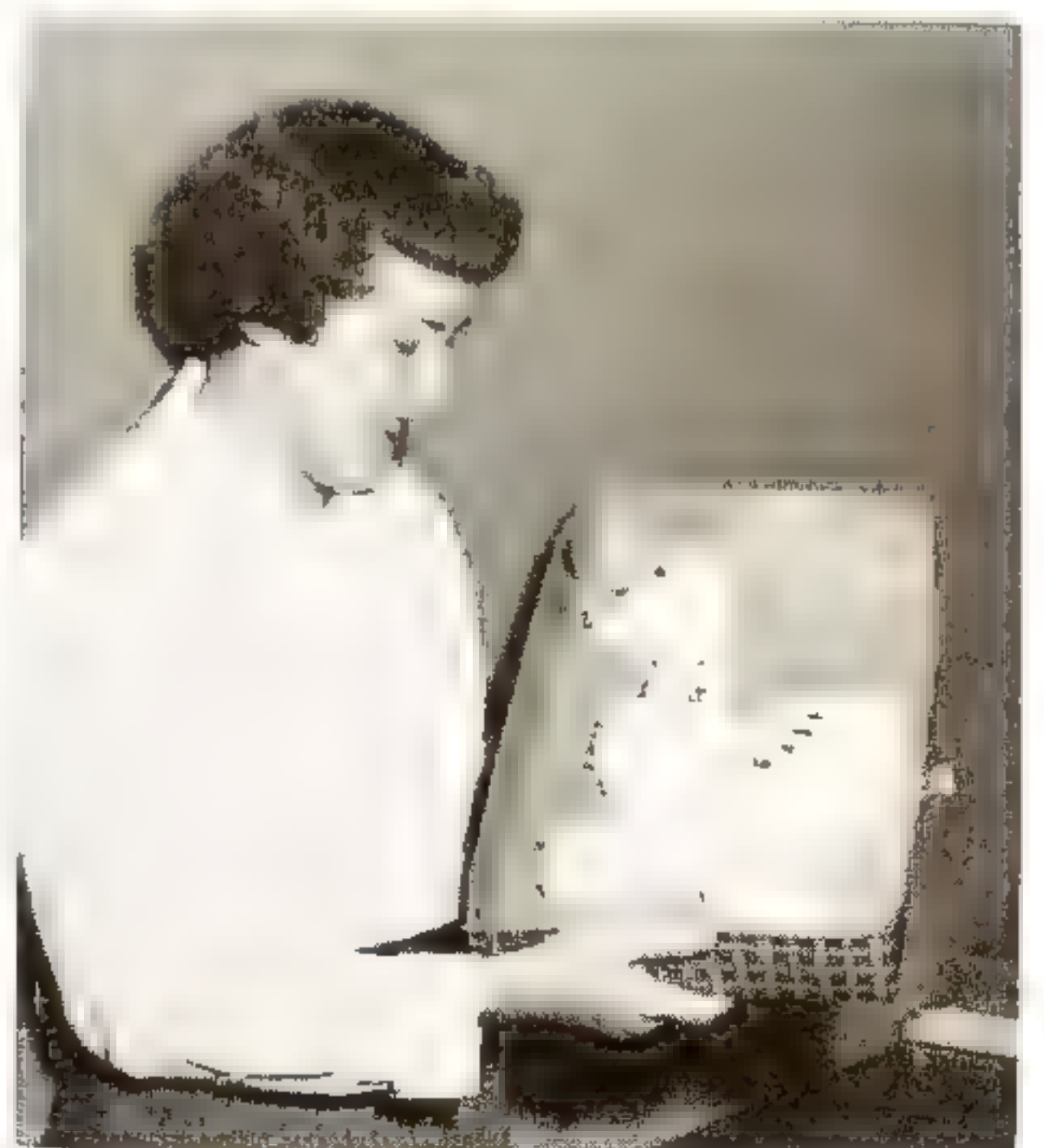
Up in the clouds and on a whirlwind is **Imogene Poindexter** with prenuptial parties. A dinner was given Miss Poindexter at the Schooner by Records Management Department girls and other GSUers. **Miss Ruth Stine** and **Mrs. Dorothy Hadsell** gave her a dinner on March 11. A shower was given in the home of **Mrs. Jimmy Kight** on March 17, hostesses were **Mrs. Kenneth Marshall** and **Mrs. Clyde Jennings**. Imogene's coffee buddies hosted a Canasta party for her in the home of **Mrs. George Abney** on March 21.

—By *Frances Linthicum*

WE want to welcome two new employees, **Aubrey Hayes** and **Gale Buss**. Aubrey is a graduate of Ole Miss (University of Mississippi). He and his wife and young daughter, **Laura**, live in Hamshire. **Gale**, who recently became the bride of **Kenneth Buss**, is an ex-employee of our Conroe office. She and her husband, who is a student at Lamar Tech, live in the Lamar apartments.

A party was held at **Ethelyn Wilson's** home to honor **Carol Evans** and **Jill Clark** who recently left our department. **Carol** is enjoying being a housewife and **Jill** has joined her husband who is stationed at Milwaukee, Wisconsin.

We're glad to have **Delia Harrington** and **Ruth Jaster** back on the job again. **Mrs. Harrington** is recuperating from



EVERYTHING'S DUCKY. **Judy Moses**, Rate and Depreciation Department, Beaumont, got into the Easter mood while baking cakes and came up with this idea. She had made the cake for the three-year-old daughter of **Carl Jones**, Rate and Depreciation Department.



A COUPLE OF HAMS. David Thornhill, left, and Murry Greer, employees at Louisiana Station are busy with their hobby of amateur radio communication and experimentation. Both point out this is the only hobby established by international treaty and federal statute. Murry obtained his license (K5JAC) in 1956 and Dave received his (KN5FVX) in 1960.

a broken ankle and Ruth from a recent operation.

Gordie Legg, daughter of Mr. and Mrs. G. D. Legg, and **Raymond Noack** were married March 18 in the North End Baptist Church, Beaumont. Gordie was honored with a brunch and kitchen shower at **Shirley Johnson's** home. The brunch and shower was given by **Nina Bridges**, **Bertha Davis** and **Shirley Johnson**. All the girls in Customer Accounts were invited.

—By *Barbara Andrews*

MR. and **Mrs. V. P. Gayle** attended the EEI Sales Conference in Chicago on March 20-22. They spent several days before the conference visiting friends and relatives. Mr. Gayle is manager of System residential sales, Beaumont.

Leonora O'Neal, home service director, attended the Texas Home Economics Association Meeting in Houston last month. Leonora was exhibit chairman for this meeting with 18 firms participating.

—By *Mary Schlicher*

IT'S a pity he couldn't have it framed! The above phrase refers to the Purchasing Department's **Butch Franklin** who recently shot an Eagle 3 on hole No. 11 of Beaumont's Tyrrell Park Golf Course. On the green of the 535 yard hole in two, Butch calmly stroked a 15 foot putt as the crowd roared. According to **Joe Fontana** he could have done better if he hadn't flubbed his tee shot. It traveled a mere 250

yards—some flubb!

The impending marriage of **Billie Hamilton** of the Beaumont Stenographic Department apparently has her a bit lightheaded. During her coffee break recently she handed the attendant five pennies and asked for change. We must label this action "cents and nonsense."

And a happy hello to **Mary Blalock** who breezed into the Beaumont Stenographic Department fresh from Records Management. Her bright smile and easy manner are sure to be an asset to an already friendly group.

—By *Ward McCurtain*

"EAST is East, and West is West
And all in between, a Gulf Stater goeth."

The long holiday at Easter gave many in Beaumont's Accounting Department an ideal chance for travel.

Clara Lackey, husband, **Nelson** and son **Roy** whisked off to Nacogdoches to enjoy leisurely days with Clara's parents. **Norma Hughes** spent some time in Nacogdoches on March 25th.

Glenda Milner's son, **Stanley**, hunted eggs amongst the sloping hills and concealing cudzu vines of Mississippi. Glenda recalled Auld Lang Syne with some of her former classmates in Yazoo City. **LaVerne Sassin** and husband, **Danny**, went to Sweeney, Texas to visit friends and relatives.

Joy Hughes and **Sally Dowden** headed for the neighboring state of Louisiana. Joy to Sulphur and Sally to Many—to spend their holiday.

Jeanne and **Ben Pleasant** went way down South to Monterrey, Mexico, and McAllen, Texas, for Easter. **Vickey** and **Gus Amundson** went West also to San Antonio.

Mary Dewey and husband, **Fred**, had as guests in their home her sister and brother-in-law, the **B. J. McMaster's**.

Beaumont "Y" Seeks Retirees

ATENTION Beaumont Male Annuitants!

The Retired Men's Club of Beaumont, sponsored by the Beaumont YMCA, is anxious to enroll some retired Gulf Staters. The Club, 109 strong, meets every Thursday at 1:30 p.m. at the Y. Once a month a prominent speaker addresses the group. At other times the members play dominoes, cards or just discuss news of the day. If interested, contact President F. R. Kelly at 2150 Angelina Street in Beaumont.



RECEIVE INSTRUCTIONS. With only 68 hours left before his wedding, **Bill Barksdale**, Port Arthur Engineering Department, good naturedly is shown the finer arts of good housekeeping by his fellow workers. As in golf, he could improve on the grip for a firmer swing.

Bradley is GSU superintendent of the Jennings District. **June Bobo** and husband, **Floyd**, expect his parents from Mena, Arkansas, for the Spring holiday.

"Hello" and "Best Wishes" are both in order for new employee **Carolyn Milam**, Billing-Keypunch, who became the bride of **Richard Kehtel** at Woodland Baptist Church on March 31st.

Betty McCord entered St. Therese Hospital on March 28th to undergo major surgery. Betty will be out for several weeks. All her friends miss her and wish her a speedy recovery.

The ebullience of **Martha Evans** is decidedly noticeable as the time draws near for husband **Tommy's** return from Florida at the Naval Reserve Training Camp that lasted two weeks.

Doug Olson's new chariot, a yellow '61 Buick convertible, conveyed **Bernice Eaves**, **Jessie Dyer**, **Betty McCord**, and **Glenda Milner** to the Flying Chef for dinner in high style. Your car is a dream, Doug!

Sally Dowden spent the weekend of March 4 in San Antonio shopping and attending the opera "Rigoletto".

—By *Glenda Milner*

ORANGE

WE got to welcome a new employee to our Orange Line Department. He is **Jimmy D. Spurlock**. Jimmy and his wife join us from Woodville, Texas. Also **C. P. "Red" Jordan** was recently transferred as line fireman to the Orange Line Department from the Beaumont Line Department.

Orange has several new home owners; they include, **Howard Trammell**,

Meter Department, **J. T. Sparks**, Repair Department, **E. R. "Bob" Saide**, Engineering Department, **O. C. "Buck" Wingard**, commercial sales representative, and **Harvey Barron**, Front Street Substation.

The beaming face recently seen around the Orange office was that of **Viva Courmier**, meter reader. Viva's daughter, **Jo**, was recently elected Sophomore Favorite of West Orange High School. Viva has every right to be proud.

Vacationing recently were **Patsy Evans**, Service Department clerk, and **Glen McGuire**, Line Department.

Going "North to Alaska" is **Wanda Picard**, former clerk in the Accounting Department. Wanda is joining her husband, **Carol**, who is stationed at Fort Jonathan M. Wainwright, Alaska. Every day she hears new tales of what to expect. We all wish her success in her new experiences and hope that she writes and lets us enjoy some of them with her.

—By *Davie Carpenter*



THE men in the machine shop had a birthday party on March 3 for **John Gallup** who celebrated his sixty-third birthday. Thanks to Mrs. Gayle Richardson for the very delicious birthday cake. Mr. Gallup and his wife, who celebrated her birthday on March



FISH FOR DINNER. **C. J. Bonura**, left, System Survey, Baton Rouge, and **David Bourgeois**, Baton Rouge Engineering, caught these 30 catfish in three hours of Saturday fishing on McGreggor Isle near Greensburg, Louisiana. The fish were caught on worms.



A COUPLE OF VISITORS. **T. M. "Mac" McNeil**, retired GSU repairman, and his constant companion, "Tippy", never visits Port Arthur without paying the Service Center employees a coffee cup chat. Mr. McNeil now makes his home in Liberty.

1, spent the week-end in New Orleans.

Enjoying vacations in the first few weeks of this year were **Archie McClure**, **Marvin Vincent**, **Robert P. Rose**, **Charles Sullivan**, **W. R. Guerin**, **H. A. (Red) Williams** and **E. P. Madsen**, who spent most of his vacation at Port Vincent fishing in the Amite River.

Frances Conerly spent the week-end in Bunkie, as the guest of Mr. and Mrs. Willis Rachel and family.

Judy Tucker spent the Easter Holidays in Hammond visiting relatives and friends.

—By *Gayle Miller*



MR. and Mrs. **R. E. White** entertained house guests recently. Their very-welcomed guests were none other than their daughter, **Janet**, and their two granddaughters, **Lauren** and **Kristin**, from Baton Rouge. **Kristin**, the youngest, was born December 26, 1960. Mr. White is operating superintendent, Port Arthur Division.

Loraine Dunham, departmental clerk in the Port Arthur Division, enjoyed a week's vacation which began March 19. Besides working on the sets for the Port Arthur's Little Theatre's forthcoming play, "Guys and Dolls", **Loraine** spent several days in Fort Worth.

—By *Jo Anne Landry*

SYMPATHY TO:

Henry L. Landry, industrial sales engineer, Baton Rouge, on the death of his brother, **Thornwell F. Landry**, native of Lafayette and resident of Lake Charles.

Jonnie A. Babin on the death of his brother, **Earl Babin, Sr.**, February 23, and his mother, **Mrs. Rose Lyons**, who died of a heart attack on March 14. Mr. Babin is employed in the Lake Charles Garage.

Jerry A. Cormier, Lake Charles Substation Department, on the death of his grandmother, **Mrs. Rose Lyons**, on March 14.

Francis Linthicum, Beaumont Records Department, on the death of her uncle, Mr. Hale, the brother of her mother. Funeral services were held in Roswell, New Mexico, on March 27.

Over 40,650 tons of food, delivered in 4,225,000 packages, will reach hungry people in 20 countries as gifts from Americans who give \$1 per package to the CARE Food Crusade, New York 16, N.Y.

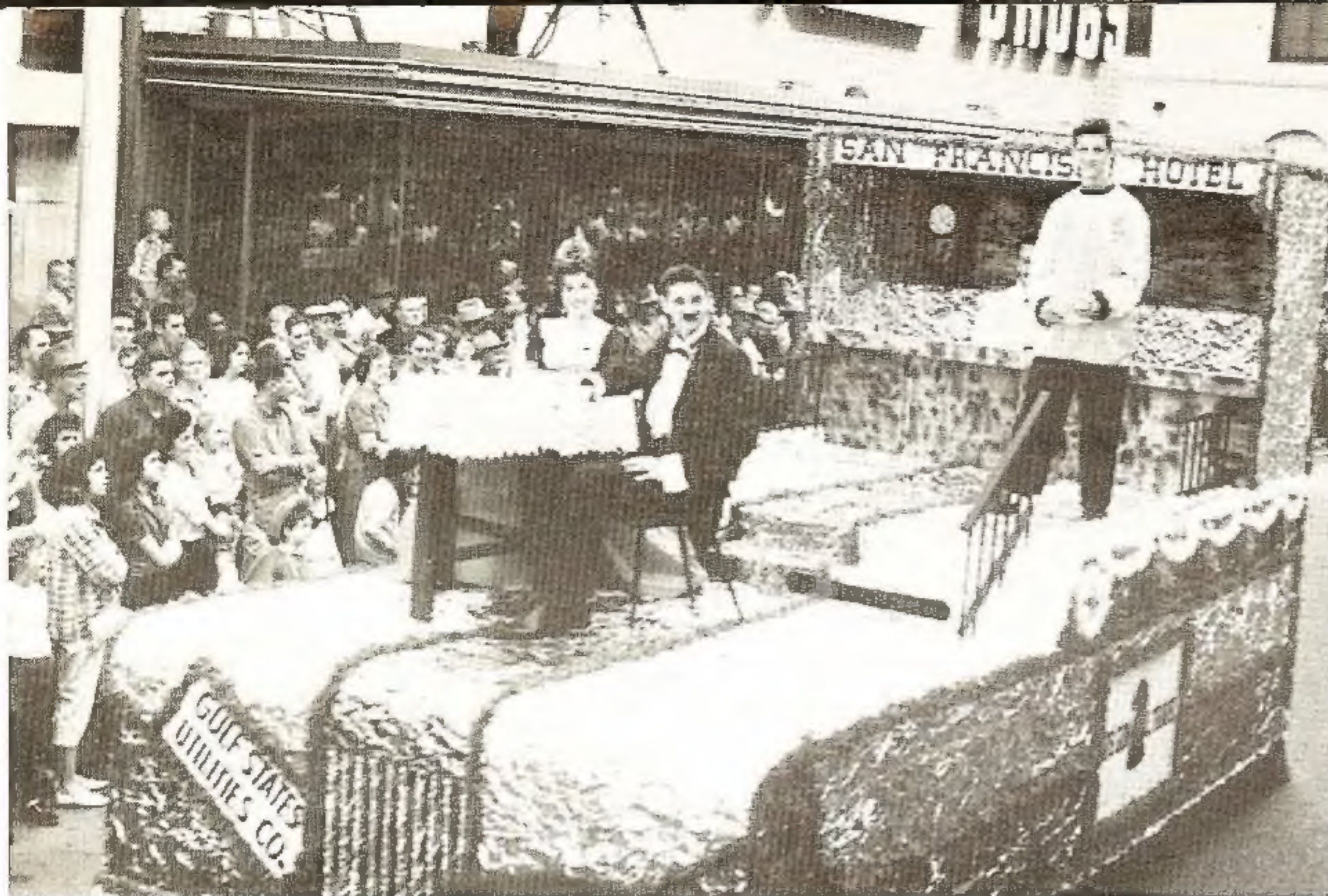


Mr. and Mrs. John A. Prejean, on the birth of their daughter, **Lisa Gayle**, December 31. This is the third girl in the family, the Prejeans also have three boys. Mr. Prejean is employed in the Baton Rouge T&D Line Department.

Mr. and Mrs. Bernard J. Stott on the birth of their son, **David James**. Mr. Stott is employed in the Orange Line Department.

Mr. and Mrs. Morris Creel on the birth of their daughter, **Vicki Lynn**, March 16 in St. Therese Hospital, Beaumont. Mr. Creel is an engineer in the Production Department, Beaumont.

Mr. and Mrs. William Parrie on the birth of their son, **James Carlos**. Mr. Parrie is employed in the Orange Line Department.



HAVE GUN—WILL TRAVEL. That is the theme of the float sponsored by our Company in the LSU Rodeo Parade. The float was built by the

4-H Club of Baton Rouge's Central High School. The parade preceded the week-long rodeo, which is held annually in Baton Rouge.

Mr. and Mrs. B. J. Rabalais on the birth of their third child, a son, **Dwayne Anthony**, March 8 at Our Lady of the Lake Hospital in Baton Rouge. This is the Rabalais' first son. Mr. Rabalais is employed in the Baton Rouge Line Department.

Mr. and Mrs. P. C. Seymore on the birth of their twin daughters, **Penny** and **Glenny**, March 7 in Our Lady of the Lake Hospital, Baton Rouge. The Seymores have two other daughters. Mr. Seymore is employed in the Baton Rouge Line Department.

Mr. and Mrs. R. J. Jarreau, Jr. on the birth of their daughter, **Julie Ann**, March 8 in Baton Rouge General Hospital. This is their first child. Mr. Jarreau is employed in the Baton Rouge Line Department and the paternal grandfather, **R. J. Jarreau** is employed in the Baton Rouge Substation Department. The mother is a former GSUer, **Dean Jarreau**, who was employed in the Baton Rouge Safety-Claims Department.

Mr. and Mrs. Don R. Clawson on the birth of their son, **Kirby Franklin**, February 28. Mr. Clawson is employed in the Beaumont Engineering Department.

Mr. and Mrs. F. W. Merrill on the birth of their third grandchild, **Ann Davis**. She is the second daughter of **Edward** and **Susan Jackson**, Fort Worth, Texas.

Mr. and Mrs. Leo Thibodeaux on the birth of their first son, **Stephen**, February 17. Mr. Thibodeaux is a laborer at Roy S. Nelson Station.

Mr. and Mrs. T. M. Walker on the birth of their son, **Clayton Thomas**, on March 14. Mr. Walker is employed at Neches Station.

Mr. and Mrs. W. K. Haynie, Jr. on the birth of their daughter, **Mary Susannah**, March 1. Mr. Haynie is an operator at Neches Station.

Mr. and Mrs. Fred Doucet on the birth of their daughter, **Susan Dene**, January 8 in Memorial Hospital, Lake Charles. The new arrival was welcomed by an older sister, **Diana**. Mr. Doucet is an electrician at Roy S. Nelson Station.

Mr. and Mrs. Daniel D. Leger on the birth of their son, **Larry Wayne**, February 2. Mr. Leger is employed in the Lake Charles T&D Department.

Mr. and Mrs. Travis R. Fox on the birth of their son, **Mark Allen**, March 1. Mr. Fox is employed in the Lake Charles Line Department.

R. O. Pennington III At Home

PLAIN TALKS received word recently that **R. O. Pennington**, who retired from the Beaumont Division and moved to Denham Spring, La., suffered a stroke in October, 1960.

Mr. Pennington is doing better but still must remain in bed. He says that he would appreciate very much hearing from some of his Gulf States friends.

Write: c/o P. O. Box 144, Denham Springs, La.

gulf staters in the news

H. P. Robichau, supervisor of billing records, Beaumont, was installed April 11 as administrative vice president of the Beaumont Toastmaster's Club.

J. E. DeJean, director of sales promotion, Beaumont, was the principal speaker at a recent meeting of the Beaumont Rotary Club. Mr. DeJean spoke on "This Matter of Advertising."

Bill Burke, residential sales representative, Calvert, was recently elected third vice-president of the Calvert Lion's Club.

Louise Satory, local office clerk, Calvert, has been unanimously re-elected to her second term as secretary of the Calvert Chamber of Commerce.

Henry C. LeVois, division manager, Navasota Division, is presently attending the University of Pittsburgh's Management Problems for Executives program. The course started March 6 and will run through April 28.

Virgil Shaw, industrial engineer, Port Arthur, recently spoke on expansion of our Company before the Business and Professional Women's Club of Port Arthur. Mr. Shaw also showed the film "Reaching for the Stars" to the ladies.

J. O. McCune, Orange residential sales representative, was recently appointed to the Board of Directors of the Orange County Welfare Department.

Recently elected chairman of the Orange District of the Sabine Area Council of Boy Scouts of America was **Walter House**, sales supervisor, Orange.

T. O. "Doc" Charlton, Orange District superintendent, was recently elected treasurer of the Orange County Chapter, American Red Cross.

Charles Saunders, Orange Meter Department, was elected assistant fire chief of the West Orange Volunteer Fire Department for 1961, and **Eugene Salonek**, Front Street Substation, has joined the same fire department.

GROWING with Gulf Staters



RECENT VISITOR. Little Miss Teresa Yvonne, 2 month old daughter of Mr. and Mrs. Leslie A. Kirby, and her mother had their picture made when they paid a visit to the Huntsville office. Mr. Kirby is meter reader for Huntsville.



DIGGING IN. Barry Domingue, grandson of A. B. Mitchell, Lafayette Storeroom, was ready to celebrate his first birthday on March 12. "Just pass your plates and I give you a slice."



ME AND MY BUDDY. Kevin Matte, six month old son of Theodore Matte, storeroom assistant, Lake Charles, is ready to bed down with his collie (a life-size stuffed dog).



"HOWDY PODNER." This may not be a genuine Texas hat, but it's worn just as proudly by nine-month-old Kathy Corkern, because it belongs to her granddad, M. C. Corkern, general storekeeper in the Baton Rouge Division. Kathy is the daughter of A/2 Cl. and Mrs. Curtis F. Corkern. The family is stationed at Perrin Air Force Base, Dennison, Texas.

HAVE SKATES—WILL TRAVEL! "That pillow is really not necessary", says Brett, as shown here on his first birthday. He is the son of Mr. and Mrs. Richard L. East. Mr. East is an employee of the Baton Rouge Gas Department.



BIBLE - BREAK

a monthly column



by Ruby Lee Adams

THE Twelve by Twos. Could there be better company than the goodly company of Christ's disciples? In the articles that follow we are to associate with the twelve men who stood closest to Christ while He was here on earth, and who, after His departure into heaven, launched upon the greatest tide of human life the momentous movement represented in the Christian Church.

Never were men called from lowlier stations to a more glorious mission. Never were men given a richer opportunity nor burdened with more transcendent obligation. The Scriptures hold these men up as encouragements rather than examples. They show what Christ can make out of next to nothing, and are full of hope to all who try to do their best. The Church is composed of the same material still,—people with limitations and ever prone to make mistakes. Human nature is the same now that it was in the days of the apostles.

Who were the apostles? What were they? At the distance past of the time of Christ, it is not always easy to dispel the glamour with which time has surrounded great heroic and historic characters and discover the reality.

Let us learn to know these men as they were when they sailed Galilee and entered Capernaum and visited Jerusalem with Jesus. Let us make the effort to go back to the reality of these men as they look out from the pages of the Bible. These twelve disciples are twelve great types who have perpetuated and reproduced themselves in Christ's followers of every age and land; so that in these men we have a miniature in Christendom.

As a starting point for our study it will be well for us to go back to that hour, when for the first time Christ commissioned the twelve and sent them out. The names of these disciples are given in Mark 3: 16-19; their commission is announced in Luke 9:1; but in Matt. 10:1-4 both names and commission are given.

WINNERS IN SLOGAN CONTEST

LAST month's hidden safety slogan was, "You should set a safety example for your children" planted on pages 1, 11, 12, 14, 17, 20, and 24.

Almost half of the entries received last month were incorrect in some fashion. But these sharp-eyed GSUsers won \$5 apiece for submitting correct slogans:

Roy F. Franques, T & D Engineering, Lake

Charles; *Aduron B. Cross*, Willow Glen Station, Baton Rouge; *Bill Burke*, Sales Department, Calvert; *Ralph Ellis*, Accounting Department, Beaumont; and *John C. Jones*, Meter Department, Beaumont.

This month's hidden slogan contains nine words. Send your entry in early to Frank Jones, System Safety Department, Beaumont, via the Company mail.

TWO NEW SAFETY AWARDS

Edison Electric Institute SAFETY ACHIEVEMENT AWARD

TO...
Gulf States Utilities Company
Entire Company

FOR *Outstanding Performance in Accident Prevention*

HAVING WORKED 1,000,000 MAN HOURS WITHOUT

A DISABLING INJURY FROM DEC. 22, 1960 TO MAR. 6, 1961

Arthur J. Higgins
CHAIRMAN, ACCIDENT PREVENTION COMMITTEE

Sherman R. Knapp
PRESIDENT



Southeastern Electric Exchange

FLEET SAFETY CONTEST
1960

FIRST PLACE

GROUP 1

PRESENTED TO

Gulf States Utilities Company
BEAUMONT, TEXAS

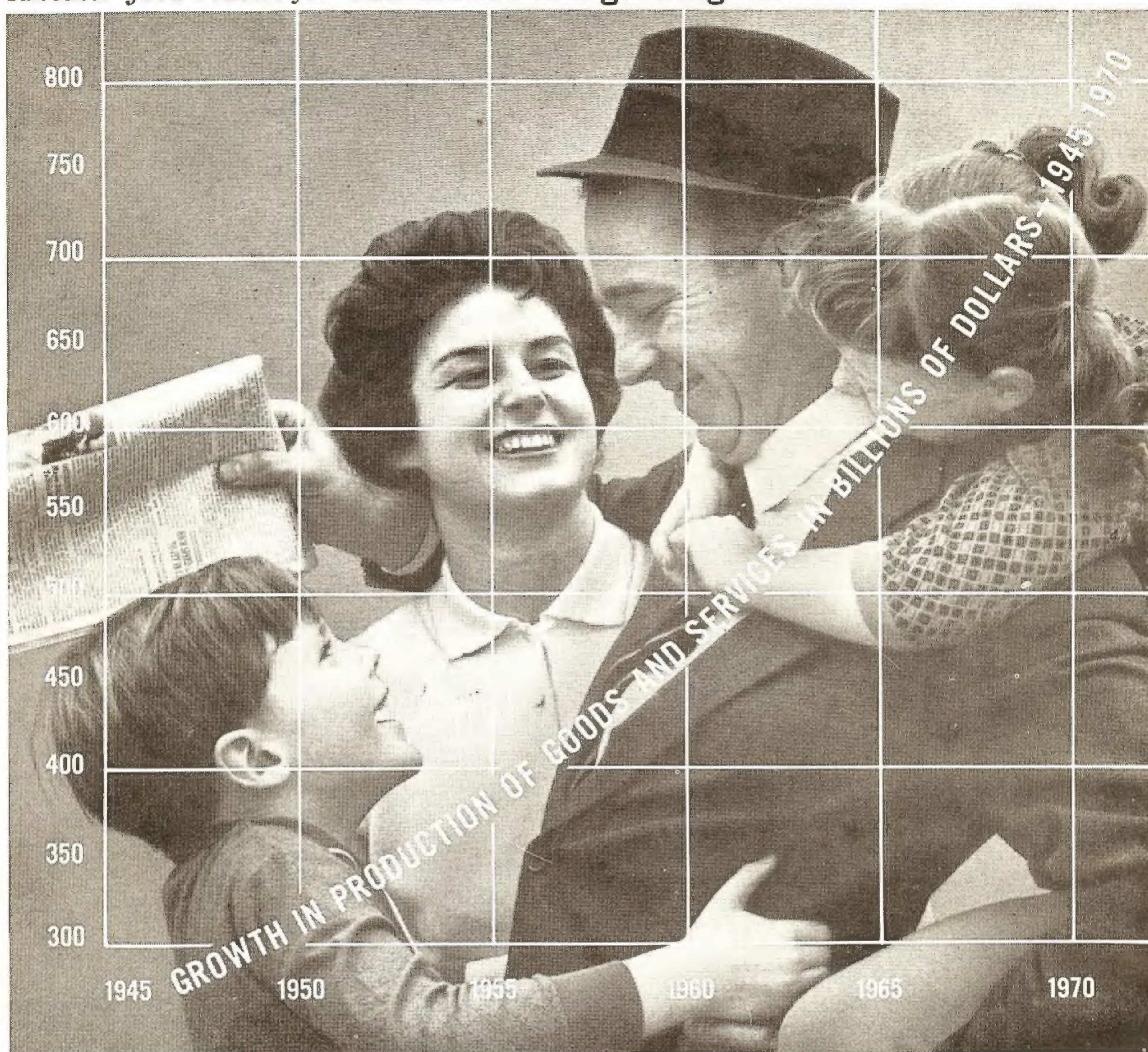
In Recognition of Their Performance in The
Prevention of Motor Vehicle Accidents During The Year 1960

Abbe Benton
Chairman, Accident Prevention Committee



Wm. Shuman
President

Another good reason for Confidence in a growing America



YOUR FUTURE RIDES HIGH ON THIS CURVE!

If you're uncertain about what lies ahead, take a good look at the white line. It represents America's past production rate and economists' estimates of future production, with the peaks and valleys smoothed out. Over the long pull the curve keeps rising.

In fact, American production more than doubles every 20 years.

You can expect even faster growth during the Sixties. Because at the present rate, the \$12 billion a year we're spending on research and development may well reach \$22 billion by 1971. The outpouring of new products and processes will be in proportion. Research is the fountainhead of progress. Ready now are such innovations as foods preserved

by radiation, cleaning with sound waves, machines that can translate foreign languages, and solid radio sets without wires. And many more are on the way.

Judging by past experience, two million more businesses will be established to make and distribute our growing production during the next 25 years. Whole industries will emerge to turn out the new products that are coming from the laboratories. America has a brilliant future but to realize it fully, we must all work together for the common good.



FREE—Write for illustrated booklet, "The Promise of America." Box 10, New York 18, N. Y.

GET READY FOR AN UPSWING!

MORE RESEARCH—We're now spending \$12 billion a year—and that's expected to double during the Sixties!

MORE INCOME—Today's \$6500 average per family represents an all-time high!

MORE SAVINGS—Now at the highest level ever—net savings of individuals exceed \$375 billion!

MORE JOBS—Despite unemployment there are 15 million more jobs than in 1939—will be 22 million more by 1975!

MORE EDUCATION—By 1970 we'll have 20 million more high school graduates than today, and 3 million more college graduates. They'll earn more, live better!

MORE LEISURE—40 million Americans get paid vacations and there are 16 million people over 65, many of them with retirement income to spend!

MORE MARKETS—U.S. exports, plus output on U.S.-owned plants overseas, already account for over \$50 billion in sales!

MORE NEEDS—Schools, hospitals, highways, homes—we need billions in improvements right now, and the need keeps growing!

